

Southern **FARM EQUIPMENT**

JULY, 1950

Section of SOUTHERN HARDWARE

806 Peachtree St., N. E.
Atlanta 5, Ga.



Farm Equipment Financing

Page 84

- Your local banks CAN handle your farm equipment paper at a profit. Here's proof you can present to them.

**FOR FASTER, EASIER SALES
AND BIGGER PROFITS..**



AVERY A

SELL AVERY!

If there is no Avery Dealer in your town, you can profit substantially by selling the fast-growing, quick-moving, fuel-saving line of Avery Tru-Draft Tractors and Implements. . . . Exclusive sales features . . . Practical advertising and merchandising help. . . . For complete information about the Avery line and the exclusive Avery franchise, call at or write the nearest address below.



AVERY V

B. F. AVERY & SONS COMPANY
LOUISVILLE, KY., DALLAS, TEXAS, MEMPHIS, TENN.



John F. Whiteley, left, points out the features of a tractor prior to giving the customer a demonstration on the company's demonstration farm. Thorough selling procedures such as this are responsible for maintaining a satisfactory volume for this Arkansas dealership

FACILITIES for handling a wide variety of trade-ins and salesmen who can move what has been accepted in trade are essential to successful operation in today's farm equipment market.

That's the advice of the owners of R. E. Whiteley & Sons, a farm equipment dealership located in Fayetteville, Ark.

Prosperous times have allowed farmers to expand their mechanized equipment. Consequently, when ready to buy new equipment, they usually have some item which they wish to offer in trade. Often they will do business only with that dealer who is equipped to offer them the most beneficial trade-in.

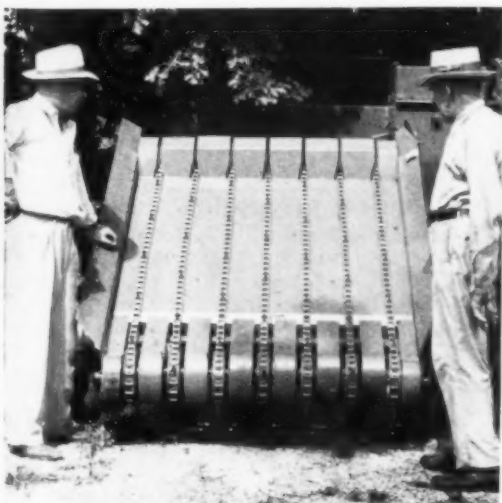
John Whiteley explained that the firm has made every effort to establish a reputation as being

trading headquarters in the area.

For example, the large sign and the merchandise on display are designed to give the impression that the store is a gathering place for traders. And to carry this idea a bit further, the store has provided chairs in front of the tree-shaded building where farmers sit and work out their transactions in a leisurely atmosphere.

During its six years of operation, this store has accepted trade-ins ranging from mules to real estate. The owners have mechanized many a farm in the territory by taking in live stock as trade-ins on tractors and tools. Being farmers themselves they use live stock on their own demonstration farm, if it is not sold immediately.

TRADE-INS CAN BE PROFITABLE



On company's well-filled display lot, both new and used equipment is available for inspection



At trading headquarters, firm provides chairs to encourage customers to visit firm and discuss their farming problems



If the farmer desires, the company will accept trade-ins for service work performed. Such policies have strengthened customer relations

As Whiteley explains, this trade-in policy "makes it necessary for us to know the value of everything from a hunting dog to a used car. Re-selling such items profitably is an important part of our operation. We do not try to make large profits, but we like to be assured that our efforts are covered profitably. And we also like to feel that at least part of our overhead is being covered by re-sales of trade-ins."

The firm uses a widely-known slogan in its advertising: "We Trade for Anything of Value." This is seen on billboards and signs, in newspaper advertising and is heard on radio broadcasts. Radio spot announcements are made immediately following sports broadcasts. This spot was selected because of the fact that Fayetteville is a college town, and athletic teams are closely followed by most farmers.

Extra Service

In instances where a farmer must sell or trade some item before he can buy new equipment, the Whiteleys will arrange to handle this business for him. Whenever possible, the item is displayed on the Whiteley lot. However, if it is not convenient for the farmer to use the Whiteley facilities, a "for sale" description is posted.

Because of this service, farmers who are looking for good buys are attracted to the store. The Whiteleys charge a small fee for this service if the item is sold.

The fee is waived if a sale is not made.

These diversified trading practices have resulted in unusually friendly relations with customers and prospects. Customers have learned that their equipment dealer primarily wants to make it easy for them to buy equipment.

Promote Dairying

The three Whiteleys currently are active in promoting stock raising and dairying. Their demonstration farm, operated by Devoe Whiteley, has a model pasture that shows farmers what can be done with terracing equipment and hay-making machinery.

In this hill section, terracing equipment has a good future. When farmers can trade mules for tractors and terracing attachments, they are able to buy equipment sooner.

Even farmers who can make cash payments on equipment purchases like to have a trade-in figure in the deal.

"Farmers are born traders," Whiteley pointed out. "Nothing awakens their interest more sharply than the opportunity to trade."

He pointed to a brand-new cream separator that a farmer had bought for his own use, only to find that he did not need it. Rather than try to sell it, he brought it to the Whiteleys and traded for a hay baler.

The cream separator then was

placed on the sales floor, in the corner where farmers are accustomed to look for bargains. It was sold almost immediately.

Some customers have traded used articles and live stock even for service. The repair shop here is one of the best in the area. Farmers have their tractors and other equipment overhauled regularly. When they can trade for service, they are more willing to have a complete job done.

Trade-in Policy

Whiteley said that such diversified operations as theirs make the prospect think of them first when he needs new equipment. The broad trade-in policy influences the farmer to "sell" himself.

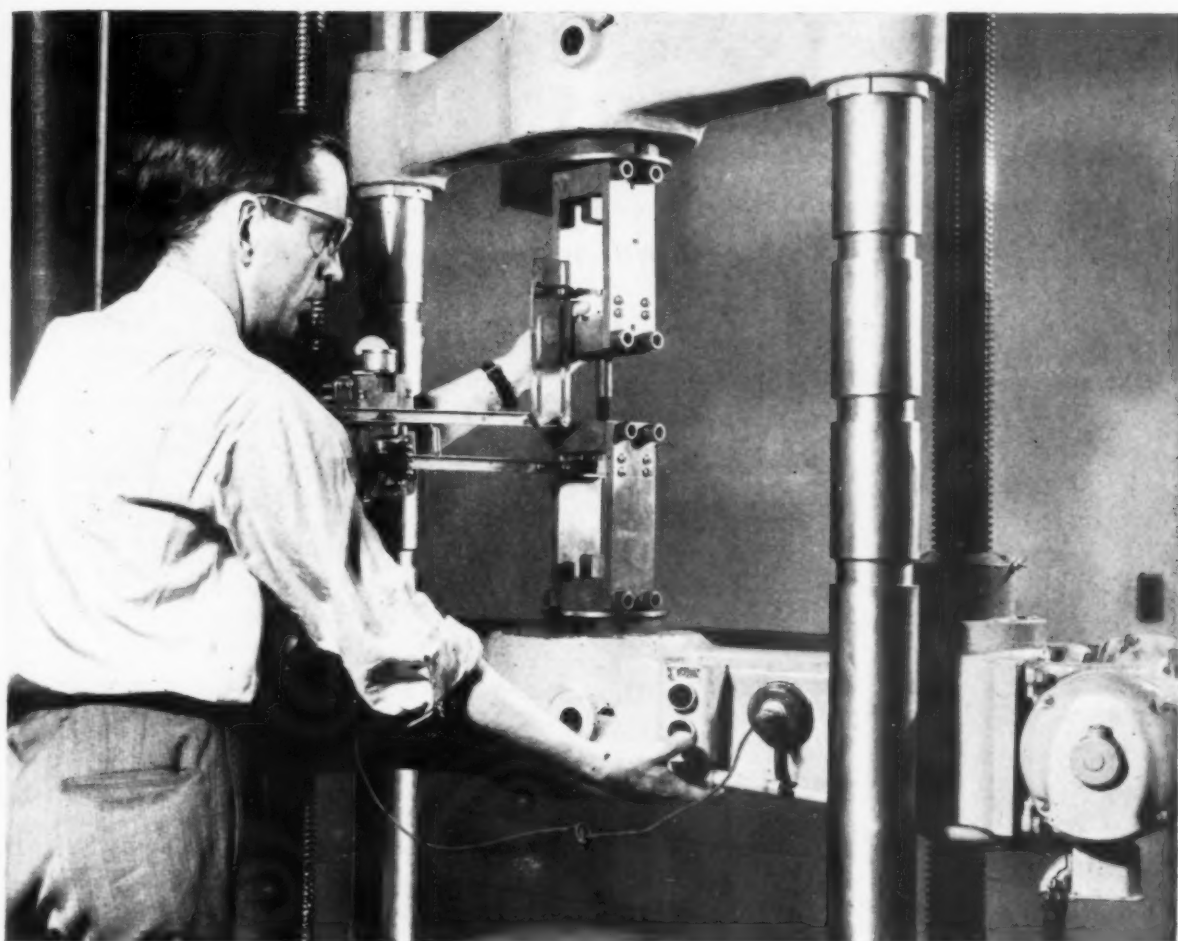
That trade-in policy is so well known in the area that often people wanting to buy real estate, a dog, live stock, or even furniture, come to the Whiteleys to see if anything is on hand that they can use.

A list is kept in the store of articles that people have called for. If a farmer wants to find a mule or a gasoline engine, he has his name put on the Whiteley want list. It probably will not be long until he is called in to see a trade-in that suits him. He pays nothing for the service. The farmer who traded his old gasoline engine on a terracing machine has made it worthwhile for Whiteley to keep that name on the want list.

Large Farm Market for Electric Water Systems

THE SALE of an electric water system can lead to the sale of equipment worth more than six times the cost of the water system, according to the National Association of Domestic and Farm Pump Manufacturers.

Converting a farm or country home to running water under pressure is a "foot in the door," the Association says, to the richest market the water systems dealer has ever had. The farmer is now in a better position to buy than he has ever been. Farm purchasing power is four times that of 1939-40. Another helpful trend is that more than half the new homes being built this year are going up in suburban areas beyond the city water mains and will be owned by city-dwellers who demand plenty of running water.



This test proves there is a difference in nuts and bolts

**A report to you about
men and machines that help maintain
International Harvester leadership**

Nuts and bolts may look alike but there's a world of difference in the way they act. That's why International Harvester researchers continually strive to find bolts with the best "pedigree."

A technician at IH Manufacturing Research is pictured, above, testing the tensile strength of a machine bolt. He is using scientific instruments to record the pull required to stretch this bolt... the

force needed to break it. Similar tests are carried on at *all* International Harvester plants.

Tests like this reveal surprising differences in bolts that look like twins. That's why *all* types of bolts—from the very smallest to the largest—are thoroughly tested before they are used in Farmall tractors and McCormick farm implements.

International Harvester takes nothing for granted—*not even the quality of a nut or bolt*. No wonder IH farm equipment is world famous for its dependable field performance and long life.



International Harvester Builds McCormick Farm Equipment and Farmall Tractors...

Motor Trucks...  Crawler Tractors and Power Units...  Refrigerators and Freezers... 

INTERNATIONAL HARVESTER

Chicago 1, Illinois

PROFIT-SHARING

*Here's an incentive plan
that includes all employees*



A. L. Motes, service manager, passes out profit-sharing checks to mechanics. After the mechanic handles a volume of work equal to double his salary, he receives 50% of the overage for that particular month

A WORKABLE incentive plan, based on sharing profits with employees, is helping the Naylor Truck & Tractor Company, Shreveport, La., to employ and hold more efficient personnel.

Though custom-made to fit the particular requirements of this business, this profit-sharing plan could be followed, generally, by any dealer, in the opinion of E. W. Carpenter, sales manager.

The base from which the plan is worked out in a given year is the overhead for the previous year. As Carpenter explains, no employee is worth anything to the company, profit-wise, until he has produced enough in sales or labor to cover a certain amount of overhead. That unit of overhead is represented by the salary paid the employee. After his volume of sales or labor passes that particular point, he begins to produce a measurable profit for the company—profit in which he should share.

Because overhead last year was unusually high for this firm as the result of an expansion program, the profit sharing plan in 1950 will go into operation each month after

80 percent of the overhead for that particular month last year has been reached. This 80 percent represents the 1950 "break-even point."

Every employee, except office personnel, receives about the same basic salary, according to the department in which he works. But the manner in which employees participate in the plan depends upon the type of work which they perform.

For example, salesmen, after they reach the break-even point, receive a 5 percent commission on sales.

Shop mechanics must perform a volume of work equal to twice their basic salary before they can share in the profits. After that minimum has been reached, they receive 50 percent of the overage.

The parts salesman—two men and a helper—are expected to turn the \$50,000 stock $2\frac{1}{2}$ times a year. Their commission, $1\frac{1}{2}$ percent on sales above a minimum figure, is the incentive that inspires them to put forth their best effort, Carpenter says.

Salesmen, parts men and office workers are paid their salaries every two weeks, while the six mechanics are paid weekly. Commissions are paid at the end of the month.

Because each member of the staff is keenly interested in his



E. W. Carpenter checks on commission records with a salesman



E. Mace Taylor, owner, left, checks on parts sales. When inventory has been turned $2\frac{1}{2}$ times, parts men receive $1\frac{1}{2}$ percent commission

"A Miracle

IN STORM-FLATTENED CORN AND SORGHUM"

... writes gratified user

"On Aug. 28, 1949, the country between Topeka and Kansas City, Kansas, was hit by a severe wind and hail storm that everyone thought completely ruined all corn and sorgho for silos. . . . We decided, when we saw what was left of the corn fields, that our silo-filling season was over," says Robert Peterson in a letter about his Case Forage Harvester.

"However, the owners of these fields were desperate so we started in. . . . The corn and sorgho were laid flat on the ground . . . you couldn't see which way the rows ran. . . . The way this Case handled these fields was a miracle. . . .

"We had to work fast because the material began to rot and sour rapidly and the owners pushed us to get it in the silo. Other makes of harvester would not pick up these crops and every one was amazed at how we could clean up a field.

"About 10 of these farmers wanted me to write and tell this story . . . said they wouldn't have had any feed if it hadn't been for our Case. We don't think you brag enough on this harvester."



With pick-up unit the Case Forage Harvester takes care of green, wilted or cured hay for silo or barn—windrowed straw for bedding. It is designed from the beginning for use with both types of unit. Hydraulic control fittings are optional equipment.



In the Case Forage Harvester, Case dealers have a machine that's a delight to sell by demonstration. Actual performance in the field demonstrates its easy running that makes the most of tractor power . . . its uncanny ability to gather in broken and blown-down stalks . . . its superior leaf-saving in hay crops. Competitive demonstrations dramatize the easy operation, simple construction, and surprising capacity of the Case Forage Harvester.

Case dealers also have a new Forage Blower with hinged hopper and new convenience in operation, equipped with wagon unloader if desired. With the "NCM" baler that makes ventilated bales, Case dealers have headliners for every form of forage. J. I. Case Co., Racine, W's.



The new building housing the Naylor Truck & Tractor Company has adequate room for any future expansion that may be found necessary

commissions, the company's ledgers always are open for inspection. Carpenter usually is consulted when the men want to check up on commissions. Because he considers the information a valuable sales stimulus that prods salesmen, parts men and mechanics to top their monthly quotas, Carpenter keeps commission records at his desk.

The company's policy of paying the same basic salary to all employees in a particular department, places every employee on the same basis, Carpenter pointed out. They must all give sufficient effort to cover their basic salaries before individual efforts count for profit to the organization and extra compensation for themselves.

A splendid spirit of unity is fostered at regular meetings, attended by all personnel, at which time every person is urged to offer constructive suggestions or criticism.

Plan for Trade-ins

Because trade-ins have assumed an important place in the sales efforts here, special compensation arrangements had to be made. The amount of the original transaction is deducted from the gross sale in order to arrive at a proper commission for the salesman. This is necessary since the only actual profit made on trade-ins is through sale of the reconditioned unit. Salesmen, of course, receive a commission on sales of used equipment.

Trade-ins receive their own special handling. To make them profitable and to move them quickly, trade-ins are placed under the responsibility of one employee in the warehouse who sees that they are reconditioned promptly and placed, as soon as

possible, on the special sales lot for used equipment.

Carpenter and his sales staff know from experience what the approximate cost of reconditioning will be. Therefore it is easy to tell the warehouseman in charge what is expected to be spent for reconditioning.

Sales on trade-ins have been satisfactory this year, and the salesmen and mechanics, both striving to boost their commissions, expedite repairs and sales with all possible speed.

The brisk turn-over in trade-ins encourages salesmen to seek out new farmers trying tractors for the first time. These are the best prospects for used equipment, according to Carpenter.

With the inauguration of the profit-sharing plan, outside salesmen, who travel in pick-up trucks carrying a supply of parts, have proved to be aggressive canvassers. They know that after they have produced enough volume to cover the break-even point they are practically in business for themselves, with future earnings stemming from their own efforts.

"We try to make every employee conscious of operating expense, which must be met before we are out of the red," Carpenter said. "Keeping accounting records in the open and encouraging all personnel to stay abreast of the company's financial status gives zest to our production efforts."

"When we entered on our expansion program, which gave us the new, well-equipped building, and a large lot that provides room for future expansion, we had to make our employees feel that all of us were investing in facilities that would afford greater production and therefore more profit for the individual.

"Our survey of the territory revealed that the potential volume is here for us to take, through the efforts of our personnel. We decided on a profit-sharing plan because it enables us to maintain the kind of efficient staff necessary if the sales potential of our market is to be realized."

N.S.D.A. Adopts New Emblem .

"**B**ETTER Crops, Better Health, Better Living Everywhere" — these benefits from spraying and dusting are highlighted in the new emblem recently adopted by the National Sprayer and Duster Association. A spray or dust cloud, emanating from a nozzle in a corner of the flag-like background, provides a suitable border for the slogan. The initials, by which the Association is commonly known, stand out boldly at one end, and the full name is carried in the signature block at the bottom for full identification.

The design of this emblem was undertaken last year as one of the projects of the Association's Pub-



licity Committee to promote the wider public use of spraying and dusting equipment. The Association headquarters and the member companies will use the emblem on their respective letterheads, catalogs and promotion literature as evidence of industry and Association affiliation. Application for service-mark protection has been filed by the secretary, Earl D. Anderson, in behalf of the Association and the member companies.

According to the secretary, membership in the Association is open to companies who manufacture and distribute spraying and dusting equipment.

Headquarters of the Association are located on the 43rd Floor of the Board of Trade Building, Chicago 4, Illinois.

GRASS

THE GREAT HEALER



Grass is nature's remedy for soil erosion and depletion. It binds up the wounds of abused, eroded land and coaxes it back into production.

Farmers seed grass as a cover crop to shield the land from wind and water erosion. They plow it under as a green manure crop to build up the soil. They include it in the crop rotation to rest their ground. They mix bands of grass with strips of cultivated crops to farm steep hillsides with safety. They use it to stabilize field waterways, and to give first aid to gullied land.

Grass protects the land by shielding it from driving rains and by slowing water runoff. It enriches the soil by contributing huge quantities of organic matter. It makes crop land easier to work by improving its tilth.

Grass, however, is more than a restorer of weary, worn-out soil. Livestock farmers have found that grass-legume forage can be as profitable as cash crops. They've learned that good pasture can contribute as much as 50 per cent of the value of dairy products, 75 per cent of the value of beef, and 90 per cent of the value of sheep. In areas where it is practical, grassland-livestock farming promises better nutrition for more people, more satisfactory erosion control, and a more stable agriculture.

The modern power-farming equipment you sell makes it easy to establish and maintain this profitable system of farming. Talk grass to your farmer friends. Point out that this wonder crop will not only heal their ailing acres but hoist their farming profits.

JOHN DEERE • MOLINE • ILLINOIS



Farm Equipment Financing

No. 1

It Can be Done Profitably

By Charles L. Rose

Fieldman
Peoples National Bank
Jonesboro, Ark.

FARM equipment is one of the best risks in financing, if it is sold right, and it offers a steady, dependable, goodwill-building source of profit to the bank that goes after such business with a policy that assures sound practice from the top to the bottom—banker to dealer to customer—of the transaction.

This statement is based on actual experience in two banks, both of which have aggressively sought the farm equipment paper business and both of which report outstanding success and satisfaction in that field of financing.

These banks have proved that farm equipment paper is an uncultivated source of bank profit in most localities, not the lurid hazard of financing it is so widely supposed to be.

Consider, for illustration, the statement of James R. Pence, vice president of the Central National Bank of Greencastle, Ind., who says:

"At the present time approximately one-half of our outstanding loans are of this type of (farm equipment) paper and while we have had a few repossessions since the war, to date we have suffered no loss."

This bank, Mr. Pence adds, handled 793 trust receipts during 1949 with a total volume of \$942,000, and during the same period handled 914 retail contracts for a total volume of \$840,000. Gross interest revenue for the bank for the period was approximately \$70,000. There were almost 1,700 payments on trust receipts, averaging slightly more than two payments per trust, and 3,500 payments on retail contracts, averaging four payments per contract.

Even more impressive, however, is the experience of the

Peoples National Bank of Jonesboro, Ark., with only \$3,000,000 in deposits as of December last year. Successes of the Indiana bank with farm equipment paper inspired organization of the bank in Jonesboro.

This institution will be only two years of age come August, yet in the calendar year of 1949 it purchased \$495,000 worth of farm equipment paper, found all accounts satisfactory and incurred no losses.

After being in business for one year, with the prime objective of supplying banking service to farmers and implement dealers, the Peoples National Bank of Jonesboro employed Charles L. Rose as Fieldman, his duty being the servicing of farm loans and farm equipment paper.

Commenting on the operations of this bank, Mr. Rose concludes with a statement that should, perhaps, come first. He says:

"To the dealer, may I direct this statement, sell it right and you will not have to worry about repossession. To the banker, know your dealer, know the equipment was sold right, and you have a new source of profit."

Presentation of the experiences—and in considerable detail the policies—of these two banks that cultivate the farm equipment paper market, will be made in the words and in the terminology of an official in each bank.

SOUTHERN HARDWARE has elected to present first the case of the Peoples National Bank of Jonesboro. Arkansas is part of the South. Being closer home the remarkable record of this remarkably young institution seems more symbolic of progress possible in farm equipment financing in the South.

SEVERAL years ago the farmer could not get his implements financed without paying an excessive finance charge, and the banks did not want to handle it under any conditions. This created a need for another lending agency that would finance farm operations and implements to both the seller and the buyer's satisfaction. With this thought in mind, a group of business men, including farmers, dealers and related industries established the Peoples National Bank of Jonesboro.

Our bank was organized in 1948, opening for business on Aug. 16, 1948, primarily to serve the farmer of Northeast Arkansas. The president is a well known local attorney, who also conducts extensive farm operations. The vice-president is an automobile dealer, who has been selling the farmers in this area for the past 20 years. The executive vice-president has had 20 years of banking experience in the richest cotton producing area in the world. The board of directors is made up of two cotton ginners, who operate large farms; one farm implement dealer with 15 years of experience in his field, one wholesale oil distributor, who has had a large trade among farmers for many years; and four other well known men whose primary occupations are various, but whose secondary business is farming. Many of our stockholders own and operate farm lands, engage in wet and dry farming, and operate considerable farm equipment, and a former board member is also president of the Jonesboro Production Credit Association.

During the first year of operation, the Peoples National Bank of Jonesboro purchased farm implement paper from the dealer only on the basis of 6 percent discount, rebating to 6 percent simple interest if the note were

paid on or before due date the second year. On new equipment, we required 50 percent down payment with the balance being paid 25 percent each November for two years. We also accepted a 40 percent down payment on fall purchase with 10 percent payment in the spring and 25 percent each November for two years. This paper was purchased without recourse. The insurance requirement was for the unpaid balance, costing the purchaser .062 per hundred dollars per month. This was a definite protection to the bank. Our requirements on used equipment sales were 50 percent down and 25 percent payable each November for two years, with recourse to the dealer in each case. Insurance requirements were the same.

The dealer is required to post 5 percent of the unpaid balance of the note purchased in a reserve account to further protect the bank against losses. In the event of a repossession and the dealer pays the note off, he is permitted to withdraw from his reserve only the original 5 percent he placed in it on that particular note. Excess reserve is rebated to the dealer each March 1, with 5 percent of the amount of outstanding paper being held in the reserve account. This reserve requirement is a decided advantage to the bank and the dealer.

On the aforementioned basis, our bank purchased \$495,000.00 worth of farm implement paper from eight dealers, representing John Deere, International Harvester Company, Allis-Chalmers and Ford. An arbitrary due date of November 1, 1949 was set. All accounts were considered satisfactory and no losses were incurred.

We consider the insurance feature a necessity and require that it be paid for two months past the due date to insure protection within a reasonable length of time, or until the note is paid off in its entirety. During 1949 one customer lost his equipment by fire. The insurance protected the bank in the amount of \$928.35. Again, I say the insurance is a necessity.

For the year 1950, we have adopted a different finance plan. We are now using the John Deere finance chart, which is figured on simple interest. The rate for one month is 6 percent and increases until it reaches 8.9 percent

Properly serviced farm equipment paper extends assurances to all involved — a new source of profit for banks, fewer repossessions for dealers and satisfaction for customers. In these articles Southern Hardware relates the experiences of two banks that have specialized successfully in the financing of farm equipment

for twenty-four months' finance. Taken on a general average for two November payments, the rate is about 8 percent. For all practical purposes, the dealer is within his limits to tell his customer the finance charge will be a straight 8 percent. This is usually less than he has been paying.

Actually, the bank is losing a little interest, but it reduces our bookkeeping where rebates are concerned and increases efficiency. We find it too difficult to draw the line on the rebate if a customer is two or three days late with his payment. With our present plan there is no probability of creating ill will. Insurance requirements remain the same.

In August, 1949, the Peoples National Bank employed a fieldman, his primary duty being the servicing of farm loans and farm implement paper. Each note or application is received by our discount committee and either accepted or rejected. Borderline cases are inspected by the field-

man before final approval or refusal. In many cases we feel that a loss was saved before the loan was made. Whether it is wet or dry farming, when the bank, the fieldman and the dealers work in close harmony, farm implement paper is a good sound investment.

Our institution considers farm implement paper a good risk when sold right. When a farmer has 50 percent of the value in the equipment, he cannot afford to lose it. If he makes one crop and does not meet his November payment, the equipment is worth every cent against it. After he invests 75 percent of his own money, then you can bet he will go all the way. We have accepted 40 percent down payments when purchased in the fall because the 10 percent payment will be made before the purchaser has an opportunity to use the equipment. We do not buy paper with less than a 40 percent down payment, regardless of the circumstances.

We are a comparatively new bank, our December 31, 1949 statement showing over \$3,000,000.00 in deposits. As we grow, and can service more farm paper properly, new dealers will be taken on. We want only the dealers who are on a sound financial basis and whose character is beyond reproach.

Our experience with farm equipment paper during the past year has been entirely satisfactory. We find that if the equipment is sold on the required basis, that the purchaser has too much of his own money invested in the equipment and will make every effort to pay for it. It is our policy to continue accepting farm equipment paper so long as it proves as satisfactory and

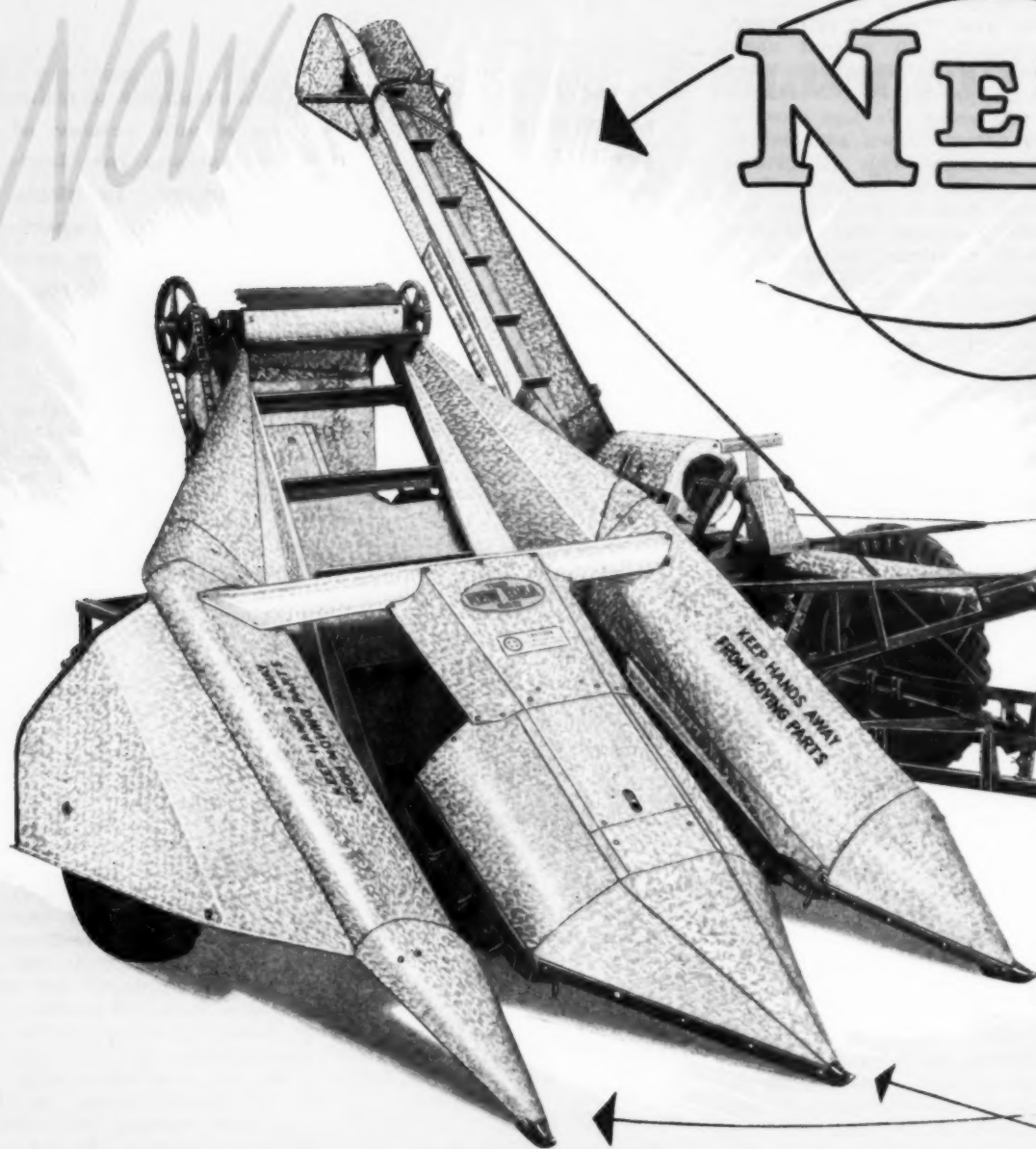
(Continued on page 92)

**Equipment Dealers,
Take Note**

If you have read these articles in *Southern Hardware*, then prevail upon your banker to read them. Benefits to the farm equipment industry should be notable throughout the South.

Banks want new sources of revenue. Dealers want sound, reasonable financing. Customers want dependable service.

If the two banks dealt with here can actually solicit farm equipment paper and handle it at a profit, other banks can do likewise.



ANOTHER REASON WHY...



Inner-seal plug

Bronze bushing

Case-hardened stud

Malleable bracket

NEW IDEAS are the "pick o' the pickers"

Here is a typical example of the extra value built into NEW IDEA Pickers. A renewable bronze bushing, pressed into the lower end of the snapping roll, turns on a case hardened steel stud, keyed and riveted on a drop forged bracket. Also note the inner seal. The result is a dust-proof bearing, well protected by positive lubrication.

NEW IDEA farm equipment is specialized,
...that's why it gives more satisfaction —



NEW IDEA REAR LOADING TWO-ROW CORN PICKER

...offers every advantage corn farmers want

... MORE SALES APPEAL than ever is offered in this newest New IDEA Two-row Corn Picker. With every practical advantage anyone could wish for, it quickly wins the nod of approval from even the "toughest" prospect.

All the time-tested features which have made New IDEA the fastest selling corn picker in the corn belt have been included. It harvests corn faster, with less help, and gets more bushels per acre than any other machine or method. Now with rear loading elevator and wagon hitch in line with the tractor, there are extra advantages. Unit is more flexible — fields are opened easier with less down rows — less space is required to operate. As a result dealers find sales easier to make.

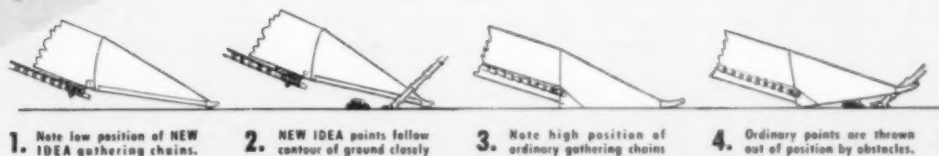
SIDE MOUNTED ELEVATOR is optional at extra cost.

Parts are available to those who prefer to pull the wagon at the side.

If we are not adequately represented in your territory, write us today.

These three
IMPORTANT POINTS
are real selling points

The gathering units on NEW IDEA Corn Pickers have floating points which work on a strong hinge. They have an extra wide gathering range and follow the contour of the ground closely. Down stalks and low hanging ears are lifted with ease and certainty.



1. Note low position of NEW IDEA gathering chains.

2. NEW IDEA points follow contour of ground closely

3. Note high position of ordinary gathering chains

4. Ordinary points are thrown out of position by obstacles.

Remember...
...if it's a
NEW IDEA
it's a good idea

NEW IDEA

DIVISION *AVCO* MANUFACTURING CORPORATION
COLDWATER, OHIO SANDWICH, ILL.

ELECTRIC WATER SYSTEMS

**. . . profitable market for
the aggressive dealer**

THERE IS a tremendous market for electric water systems, but because of the keen competition for this business, the dealer who would build a substantial volume on this line must take to the highways and scour the back country for prospects.

That's the advice of Nile Wright who, as head of the pump department of the Calhoun-Buckner Company, farm equipment dealership in San Antonio, Tex., has built up an unusually large pump business in a region where every dealer considers pumps a major line.

In most rural sections, when a new REA power line is put in, farmers along its route give consideration to electric lights, and the major appliances that signify a modern home.

But in the Southwest, the farm family often thinks first of an electric pump. In a region which averages only 20 inches of rainfall a year, the water supply receives first consideration.

From this it might be assumed that electric water systems virtually sell themselves in the territory around San Antonio. Not so, says Wright. Let even a rumor start that a new REA line is to parallel a certain road, and the road will come alive with pump salesmen.

Selling pumps not only has become increasingly competitive, but also calls for a high degree of engineering ability.

"Pumps cannot be sold by newspaper advertising, direct mail, billboards or any of the easier methods of getting a customer into the store," says Wright.

"A salesman must canvass the territory thoroughly to sell pumps. Occasionally a satisfied customer will refer a neighbor to you, and a sale can be made in this manner. But chiefly, it is a matter of 'digging up' prospects—there is no royal road to the sale of water systems.

"Even if a new REA power line is being built, competition along that line will be so keen that you will not have an easy time in making a sale. Thus, what might be a natural for the pump salesman turns out to be a highly-competitive market when he actually gets in the field."

When a prospect is obtained, Wright continued, the installing of an electric water system becomes an engineering problem.

"Every water supply system presents a different problem for the pump salesman. It is not enough merely to give the rancher what he thinks he needs or to guess at the depth of the well and the flow of the water that can be obtained from it. The salesman must know what is necessary. And at this point, I might say that it is always better to be too conservative than to give a rancher something that he doesn't need or can't afford.

"Some of the factors that must be considered are the depth of the well and the formation from which the water comes. The size of the pump installed must be determined by the underground



The irrigation problem has been solved by this farmer, shown here being congratulated by Nile Wright, right, who installed pump

formation, some of which will yield water freely and some gradually. And when a well is drilled for a customer, areas which produce water and those which do not must be known in advance.

"Then there is the purpose for which the pump is to be used. If the pump is to serve a house, barn and garden, the unit must be larger than that required only for a house. If a pump is to be used for irrigation purposes, then a sizable unit—perhaps one costing \$5,000—is needed.

"Finally, there is the height factor to be considered. If the well is almost free-flowing, and it is desired to hoist the water to a tank 50 feet high, a lift of 100 feet probably will be sufficient. But if water lies 800 feet down, safety lies only in installing a pump with a 1,000 foot lift.

"Every water supply system presents an entirely different set of equations. And the pump department salesman must be more than a salesman; he must have some engineering knowledge as well. He may not have to be a geologist, although a knowledge of the strata underlying the field in which he is working often can be invaluable. But he must know how to evaluate the various factors that must be considered."

(Continued on page 92)

INCREASING DEMAND AND FAST TURNOVER ALWAYS MEAN PROFIT with RED BRAND FENCE

Farmers Everywhere are asking for longer-lasting, Galvannealed Red Brand Fence. Dealers tell us that stocks move out as fast as they come in.

That's real proof that Red Brand Fence is an exceptional profit item. With a small investment, increasing demand, and fast turnover, you make good money on all Red Brand Fence you sell.

The only fence that's Galvannealed for Longer Life

The fact that Red Brand Fence is Galvannealed for longer life is a pay-off selling point. It helps build up Red Brand's popularity. And, it makes your selling easier . . . contributes to fast turnover . . . and makes Red Brand Fence your top choice for continued sales and profits.

Red Top Steel Posts

Red Top Steel Posts are a perfect match for Red Brand Fence—for long life, attractiveness, ease of installation, and for fast turnover. They are made of tough, springy, railroad steel, reinforced four ways. Can't rot, split or burn.

USE THE RED BRAND PLAN FOR INCREASING OVER-ALL SALES

Boost your entire business by letting the Red Brand selling plan work for you. Develops new and better customers . . . increases sales on all merchandise you carry. Ask your Keystone representative about this profit-making plan.



KEYSTONE STEEL & WIRE COMPANY Peoria 7, Illinois

Makers of Red Brand Fence • Red Top Steel Posts • Non-climbable Fence • Nails • Corn Cribbing • Gates • Keystone Poultry Netting

At right is a frontal view of the Texarkana branch of the Fallin organization which also has store in Magnolia and Lewisville, Ark. Below: W. T. Honea, manager of the Texarkana branch, confers with salesman F. W. Duke about night calls on farmers in the territory



Systematize those SALES EFFORTS!

By S. W. Ellis

SYSTEMIZE your sales efforts! That's the advice of Tom Fallin, who has built an enviable sales record in his operation of three stores in southwestern Arkansas: Fallin Tractor Co., Magnolia, Tom's Tractor Co., Texarkana, and Farmers' Tractor Co., Lewisville.

Hard work, backed by an intelligent system of sales planning, he said, is the real force that moves equipment from the dealer's show room to the user's farm.

The Fallin organization follows a definite sales plan, and ample proof of the success of this plan is the fact that in a recent thirty-day period 42 tractors were sold from the three stores.

Selling 42 tractors in so short a period, with as many as eight competitors bidding for their share of business in one of the towns, seems like a gigantic task, until Fallin explains that many of the buyers of these tractors were cultivated carefully many weeks prior to the actual sale.

Fallin lists three rules for making sales efforts most effective:

1. Know your territory, and employ men who know all the farmers in the area.

2. Call on your prospects at hours when they are not working.

3. Don't waste sales energy on a prospect who will not buy when closing time is ripe.

No employee in the Fallin organization of 21 persons knows the territory better than the owner. And none works harder or longer hours than Fallin, who divides his time among the three stores. Fallin's enthusiasm for selling is contagious, and most of his employees seem to have much of his own energy.

No farmer wants to stop his work and talk about a new purchase, Fallin insists. The sort of prospects whom he terms "gilt-edged" are the workers—those who do not want to take time to talk until after the day's work is done.

Fallin calls on his prospects between the hours of 5 and 9 p.m. Farmers like to talk, he points out, when talking does not interfere with productive work. After a day on the farm, often doing work with inadequate and obsolete equipment and tools, Fallin says, the farmer is in the mood to listen to what a good salesman has to say about labor-saving machinery that produces more income while requiring less work.

Every night, between those hours of 5 and 9, Fallin is some-

where in his territory, talking to a prospect who, he believes, will buy. Most of his salesmen make night calls too, but Fallin closes 50 percent of the sales.

One advantage in night calls, he explained, is the opportunity to talk with the farmer and his wife at the same time. In closing a sale, the farm wife's opinion has great weight.

"I'd rather have her air her views in my presence," said Fallin. "That gives me the opportunity to get both of them in the buying mood."

Nearly all of the 42 tractors that Fallin moved within a thirty-day period were sold during evening calls on his prospects. It usually takes three calls to make the sale.

Fallin refuses to waste energy on a poor prospect.

"If a good salesman who knows his territory and his prospects can't make a sale in three trips," he asserts, "he doesn't make the sale. The farmer either can't buy or does not want to buy. He already knows what a tractor can do for him. I never find a cold prospect now who doesn't know that farm machinery represents more profits and less work. So if my sales talk doesn't bring results after the third visit, I know that

Dog Fight on Your Street!

by R. C. Broyles

Sales Promotion Department, Goulds Pumps Inc.

Did you ever stop to think that a couple of mongrels mixing it up outside your store will arouse more interest — *then* and *there* — than an atomic explosion in Russia?

Interest is a local proposition. What interests any individual most is what's happening *right where he is* at the time.

Pump advertising is the same. At Goulds, for instance, we're proud of our national advertising... feeling that our campaigns are well thought out, our messages convincingly presented. Continued enthusiastic response to our advertising justifies our attitude. But — your own local advertising has a peculiar power that no national advertising, no matter how good, can duplicate.

Most People Don't Write

Literally millions of prospects are attracted to our national advertising each year. *Most of them don't write us.* Instead, they'll look for a Goulds dealer in their own town, preferring to see our pumps, and to deal directly with a local merchant. All too often, they are not conscious of any local Goulds promotion, and assume that there is no Goulds dealer in the vicinity. In that case, they may turn to your competitors, or defer the purchase of a water system entirely.

Let People Know What You're Selling

That's where your local Goulds promotions come in. They establish your store as "the Goulds store" — the place to remember for pumps and all related equipment. Your own pump advertising, displays, mailings, etc. let you capitalize on our national advertising — and they are highly profitable in their own right. Don't forget that profits from related items — made possible by the pump sale — multiply your pump profits many times over.

Manufacturers Help Local Promotions

Naturally, pump manufacturers are anxious to help you with your local promotion of their products. Here at Goulds, we're in a position to supply you *without cost* with display material, point - of - purchase signs, wall posters, envelope stuffers, letters and letterheads, newspaper mats and radio scripts. Also, at cost, we furnish demonstrators, electric signs and all the other material needed to make your store "the Goulds store."

One especially interesting — and effective — part of the Goulds dealer program is a series of direct-mail pieces, designed to cover rural box holders in your area. We're set up

here in Seneca Falls to mail these (four) cards, imprinted with your store name and address at any interval you specify. There's a nominal charge for each hundred. These engaging-but-convincing cards *sell pumps* and that's not all. They help to establish your store with *all* the prospects in your area as "the place to go for pumps and related equipment."

Our Sales Promotion Department will be glad to furnish details on Goulds dealer helps, upon request. Remember, a dog fight (or a pump promotion) that's *local* attracts plenty of attention *locally*, where it does the most good.

Water running SELLS running water

Goulds
JET-O-MATIC
Demonstrator



"Action means interest" — and that's why Goulds demonstrators have compiled their unduplicated selling record. They provide action (and therefore interest) *where you want it* — right in your own store.

Write for details on how you can set up a demonstrator in your store — and on the dozens of other selling helps Goulds can supply to their dealers.

GOULDS PUMPS INC.

Seneca Falls, New York

GOULDS WATER SYSTEMS
102nd YEAR
FOR EVERY FARM AND HOME NEED



(Advertisement)



Tom Fallin, right, talks with a customer on the display lot. Fallin keeps after business, calling on farmers between hours of 5 and 9 p.m.

the farmer can't meet the down-payment, or prefers a competitor's equipment."

The down-payment, in a Fallin deal, is often represented by the farmer's old equipment. In his three service shops, Fallin has set up the means of caring for trade-ins in the fastest, most profitable way.

Trade-ins, he insists, have a double-barreled force in today's selling. They help to make a deal for a new tractor, and, reconditioned, they get the smaller farmer started on power farming.

If Fallin can't sell a new tractor, he is completely willing to sell a reconditioned one. Little actual profit is made on trade-ins. The selling price is usually the cost of the trade-in plus parts and labor, with enough added to take care of overhead. But the tractor sells, and thus opens a new mechanized farm for Fallin's future sales' efforts.

He trades for all makes of farm machinery. At this writing, three different makes of reconditioned tractors were lined up on his used equipment display lot at Magnolia.

One-third of the tractor deals include trade-ins, and Fallin thinks the ratio will rise in the near future. His reconditioning includes cleaning, installing new parts, new tires when needed, and painting.

A farmer who buys a used tractor receives as much attention as one who buys a new one. Every two weeks a call-back is made. Sometimes Fallin himself calls back. Again, the equipped service truck, manned by a me-

chanic-salesman, makes the call.

"Call-backs sell service," Fallin pointed out. "With us, service is as much of a commodity as units on our display floor. Selling service has a permanent place in our sales setup."

A slogan that is promoted in the advertising for the three Fallin branches is: "Bring Your Tractor In After Every Crop." Regular cleaning and checking of the equipment that the dealer promotes prevents many a breakdown during a busy season.

Preventing breakdowns is good salesmanship, Fallin insists. Farmers like to boast to their neighbors that the equipment they own stands up under hard use.

"Talk like that doesn't hurt us at all," Fallin said. "Influencing our customers to talk well about us has a definite place in our sales plans."

Electric Water Systems

(Continued from page 88)

To meet the varied demands for water supply systems, the Calhoun-Buckner Co. carries three different types of pumps needed for small homes and ranch use and for irrigation purposes. All come in several sizes.

For most farm and ranch purposes, however, pumps that range from 10 to 500 gallons per minute will meet the demands. Prices here range from \$500 to \$1,750.

The Calhoun-Buckner Co. will study the conditions and make a water system estimate for any prospect, free of charge. This is

part of the expense of doing business, says Wright.

"As I have indicated, we prefer to under-estimate the requirements of a customer, rather than over-sell him on a job. But, in any event, a careful survey must be made by an experienced salesman before any estimates can be made. Often the rancher does not know the depth of his well or the formation from which it springs. Anything less than a careful survey is dangerous guesswork."

In most instances, the water supply is needed for homes, as well as for a small irrigated garden patch, and in such instances an FHA loan covers the payments.

In other instances, where a pump is needed for large-scale irrigation, a three-year contract is signed. The Calhoun-Buckner Co. often does the complete job, paying a sub-contractor to drill the well and putting in the pump when this is finished.

"We spend enough time with a new water system owner to make sure that he understands how to operate the pump and knows enough not to abuse it," Wright explains. "A little time spent at this stage in the business often will save several visits later on. We give one year's service on all installations. After that, owners are expected to pay a reasonable service charge for service and repairs."

The length of time spent on a service call ranges from one to five hours. Several service crews are maintained by the company, and the sales and service staffs cover a radius of 200 miles.

The Calhoun-Buckner Co. does not confine its sales of pumps to the electric units. Practically all of its electric pumps are duplicated by gasoline-operated pumps, and the problems encountered are essentially the same. Thus, every rancher, large or small, electrified or otherwise, is considered a prospect.

Farm Equipment Financing

(Continued from page 85)

profitable as it has since our bank opened.

To the dealer, may I direct this statement, "Sell it right and you will not have the worry of repossessions." To the banker, "Know your dealer, know the equipment was sold right, and you have a new source of profit."

NEW OPPORTUNITY

FOR
FORD TRACTOR
DEALERS



**NOW—5 Important
Instruments in 1—**

to help sell the Ford Tractor
on PROOF!

GREATLY IMPROVED FORD TRACTOR WITH THE NEW PROOF-METER

**A completely new way to sell the Ford Tractor —
With actual proof of performance right before a
prospect's eyes — Another big advantage of the
Ford Tractor!**

The Proof-Meter is a Ford-First! Developed by Ford engineers! Tested in the laboratory! Tested in the field! One of the most sensational advancements in tractor history! And only Ford dares to introduce the Proof-Meter!

DEARBORN MOTORS CORPORATION, DETROIT 3, MICHIGAN
A Dealer-Minded Organization



No More "Blindfold" BUYING! No More "Blindfold" SELLING!

How often have prospects of yours asked themselves questions like these—"How many revolutions is the engine making?"—"Is it too fast for this job?"—"Or too slow?"—"Is my P.T.O. operating at the right speed?"—"What about the belt pulley?" And on and on.

How often have you asked yourself *this* question—"How can I prove performance—prove it conclusively?"

Now—if you are a Ford Tractor dealer, both your own and your prospects' questions can be answered—directly, accurately, positively. Because Ford has taken the "blindfold" off both tractor buying and selling—with the daring new Proof-Meter that gives proof right before everyone's eyes!



1 An engine speed indicator. Tells how many revolutions per minute (r.p.m.) the Ford Tractor engine is making.



2 A tractor speed indicator. Tells ground speed in miles per hour (m.p.h.) each 1st, 2nd, 3rd and 4th gears.



3 A P.T.O. speed indicator. Tells when the power take-off shaft is running at recommended P.T.O. speed.



4 A belt pulley speed indicator. Tells users when they are getting the right belt pulley speed for greatest efficiency.



5 An hour meter. Tells users when to service their Ford Tractors and helps them determine operating costs. **PROVES** the Ford Tractor "Works more hours—Saves more hours."

ONLY FORD TRACTOR DEALERS HAVE THE PROOF-METER!

SOUTHERN FARM EQUIPMENT Section for JULY, 1950



New Holland Develops New Twine Baler . . .

NEW HOLLAND Machine Co., New Holland, Penn., has developed a new automatic twine baler which includes all the top sales and performance features developed in 10 years of one-man pick-up baling, according to G. C. Delp, president.

Known as Model 77, the unit is of all-steel construction, with canvases and flat belts on pick-up and feeder eliminated. Other features designed for economical operation include self-aligning, sealed, anti-friction ball bearings, which require little or no lubrication, on the main and pick-up drive shafts and tapered roller bearings in the ground wheels.

The number of V-belts have cut from 11 to five, number of V-sheaves are reduced, and power-take-off clutch is eliminated. The capacity remains up to 10 tons an hour, and baling speed stays at up to seven bales a minute, it was announced. The unit is a completely automatic twine-tie press with a 20 h.p. engine for stationary or windrow baling.

A simplified, all-steel, right-hand pick-up has fingers that lift hay from the windrow and carry it directly to the feeder, providing a more positive feed. Pick-up is full floating. A guide wheel on the outer side carries it over ground contours, keeping continuous pick-up fingers always the same distance from the ground. Adjustable, the guide wheel lets fingers down to within one inch of ground. Pick-up area is 3,000 square inches to handle largest windrows. With right-hand pick-up, time is saved by opening fields from the out-

side, it is claimed.

An open end screw conveyor is used to carry crops from pick-up to baling chamber. A synchronized feed roll at the top of the pick-up is said to assure positive, trouble-free feeding. The conveyor and working parts for the pick-up and feed roll are covered for safety and protection.

New Knotters are inverted so dust and chaff can't collect on working parts. Improved knotter clutch design reduces cam wear and assures even bale lengths, it is claimed. A uniform bale control is screw-adjusted for the weight bale desired. Tension

springs allow for light or heavy spots in the window and moist or dry areas in the field. Special springs are used for extra-long straw baling. Bales are standard 16" x 18" x 36". A Hydra-Formatic hydraulic system for automatic bale tension control can be installed on the Model 77 at extra cost. Bales are tied under compression to assure tight bales, and side-mounted needles are fed from a centralized twine supply.

A Micro-Slicing adjustment on the stationary knife-holder allows the blades to be removed for sharpening without disturbing the adjustment.

A new roll-away bale chute, which flips bales to the left, away from the path of tractor wheels on the next round, eliminates the need of double windrowing to get tractor and baler through. Other features include: greater wheel tread width, front-mounted operating controls, and adjustable hitch and tongue. Wheels are mounted on tapered roller bearings for light draft and high-speed operation. The baler can be stored in a space 9 feet wide, 16 feet long, and 6 feet high.

The engine is raised two feet higher above the dust area, over the 11-gallon gasoline tank. Self-starting equipment is now optional at extra charge for factory installation.

Weight of the baler is 4,500 lbs.

McCord Named President of The Oliver Corporation

AL KING MCCORD was elected president of The Oliver Corporation, 400 West Madison St., Chicago 6, Ill., at a recent meeting of the board of directors. At the same time, Alva W. Phelps, who has served as president of the Chicago farm and industrial equipment manufacturing concern since March 14, 1944, was elected chairman of the board of directors and chief executive officer, succeeding C. Frederick Cunningham, board chairman since 1945, who resigned in order to devote more time to his wide business interests.

Mr. Phelps, who joined Oliver after a distinguished career in manufacturing and engineering at General Motors, said that Mr. McCord will assume his new responsibilities immediately. As chairman of the board, Mr. Phelps will direct

policy for the company and continue to be its chief executive officer. However, he anticipates greater freedom to concentrate on production, engineering and export problems in which he has specialized for more than 30 years.

Mr. McCord, a Chicagoan, has been active in the farm equipment industry since 1930, when he joined Oliver. Shortly thereafter he was named assistant secretary and was elected a vice president and director of the company in 1937. He was elected first vice president of the company in March, 1948, and advanced to executive vice president in March, 1950. He is also a director of State Mutual Life Assurance Co. of Worcester, Mass., and of the American Marietta Co. of Chicago, Ill.

*Sales-Building
Brand Name
Advertising—*



Photo by Irving Gallaway

Are you letting this power flow over the dam?

Every year American manufacturers of brand name goods back up their products with a powerful stream of advertising messages.

This advertising goes into magazines, newspapers, outdoor boards, transit space and radio and is read and listened to in every city and hamlet in the nation . . . creating immeasurable buying interests and desires.

Some retailers are astute enough to harness this tremendous power to their own sales turbines by letting it be known that the advertised brands can be had at their stores.

But others let this power flow over the dam without hitching their turbines to this mighty cataract . . . and miss a big opportunity.

They overlook the fact that the brand tide is on the rise everywhere and that the unknown product is becoming increasingly difficult to sell. During the war the American people had sad experiences with substitutes. They want no more.

But in addition to the fact that name products by famous makers outsell "unknowns" nine times out of ten, brand lines have other healthy effects

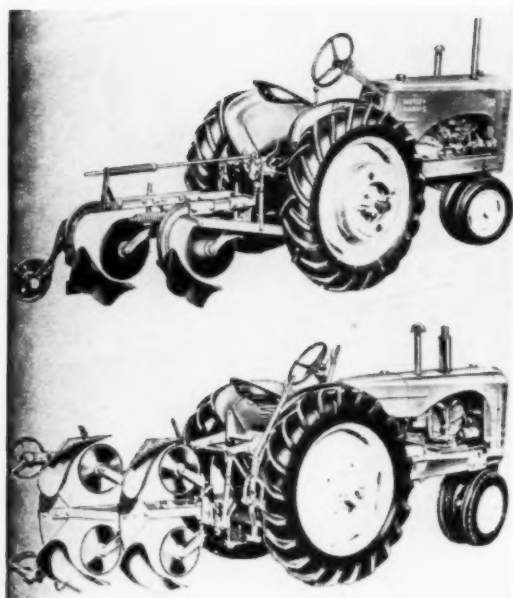
on your balance sheet. For example:

1. Pre-sold by maker's advertising, well-known brands require less sales effort in the store.
2. Repeat demand levels off inventories and results in fewer markdowns.
3. Manufacturers with investments in public good will are quick to make adjustments on unsatisfactory goods.
4. Famous brand names have more compelling display value in your windows, and bring people into your store.
5. Because honored brand names enjoy national prestige they supplement the merit of your own good name.
6. The manufacturer of widely advertised brands is equipped to assist you with nationally tested selling methods, developed through his nation-wide experience in many different localities.

Why let the store traffic that can be yours go down the street to other stores? Why waste the business building force of the advertising dynamo? Build a reputation as famous brand headquarters and ride the tide to greater volume.

Brand Names Foundation
INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 119 WEST 57th STREET, NEW YORK 19, N.Y.



Two new plows recently introduced by Massey-Harris. Top, a two-bottom mounted plow for the company's 22 tractor, and, below, a two-bottom, two-way "roll-over" mounted plow for M-H 30 and 44 tractors. Easily mounted with pins and latches, without removing drawbar, the plows are raised and lowered by the Depth-o-matic hydraulic system, which maintains power in both directions

Massey-Harris Adds Two New Plows to Line

THE MASSEY-HARRIS Co., Racine, Wis., recently has added two new plows to its line of farm equipment: a two-bottom mounted plow for the company's 22 tractor, and a two-bottom, two-way "roll-over" mounted plow for M-H 30 and 44 tractors.

The two-bottom plow is easily mounted with pins and latches, without removing drawbar from the tractor. The plow is raised and lowered by the Depth-o-matic hydraulic system, which maintains power in both directions. Floating design of the plow makes it enter and leave the ground nose first, for faster penetration and less strain, it is claimed. Constant depth is maintained by the hydraulic system which regulates the depth from a point midway between the two bottoms.

A heavy cushion spring absorbs both forward and sideward shocks. Beams have a high 22½-inch clearance from the points, and the plow is equipped with a stabilizer bar extending to the rear of the plow, through which a downward pressure is exerted to assure steady operation under difficult conditions, it was announced.

Simple operating adjustments are made from the operator's seat.

The 2-bottom 2-way "roll-over" model, known as the No. 33, is designed for all types of contour work and other uses where dead furrows are undesirable. At row ends the operator turns, rolls the bottoms over easily, and continues

plowing the opposite direction, saving considerable time, it is claimed.

The unit is easily mounted with only four attaching points. Rolling on two roller bearings, the plow is easily tripped from the tractor seat, with a hand lever. An added safety feature is the double latch which locks the bottoms in either position. Also adapted to depth-o-matic two-way hydraulic system for lifting and lowering, adjustment for depth of plowing is made from the operator's seat with a hand lever. Width of cut is adjusted with a hand lever also from the operator's seat, the manufacturer announced.

Both the No. 32 and No. 33 are available with 12, 14, or 16-inch bottoms.

Red Jacket Multi-Stage Centri-Jet Pump Line

RED JACKET Mfg. Co., Davenport, Iowa, announces a new line of Multi-Stage shallow well



centrifugal and deep well injector pumps and water systems.

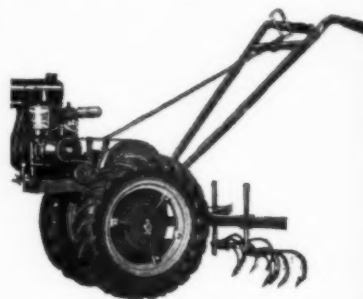
The new line is available with ¼, ⅓, ½, ¾ and 1 horsepower electric motors, and is quickly convertible to gasoline engine or belt drive, should electric power fail, it is claimed.

The pumps will operate efficiently from pumping levels down to 190 feet and maintain almost constant capacities throughout the pressure range, the manufacturer reports. Discharge pressures up to 180 pounds per square inch are said to make the line desirable for all domestic uses, especially for fire protection and for industrial and commercial installations where higher pressures usually are required.

Injectors for wells as small as 2" in diameter can be used on all pump sizes. Catalog section and price list are available from the manufacturer.

Garden-All Announces New Garden Tractor Model . .

GARDEN-ALL Tractor, Inc., Liberty, Indiana, has announced



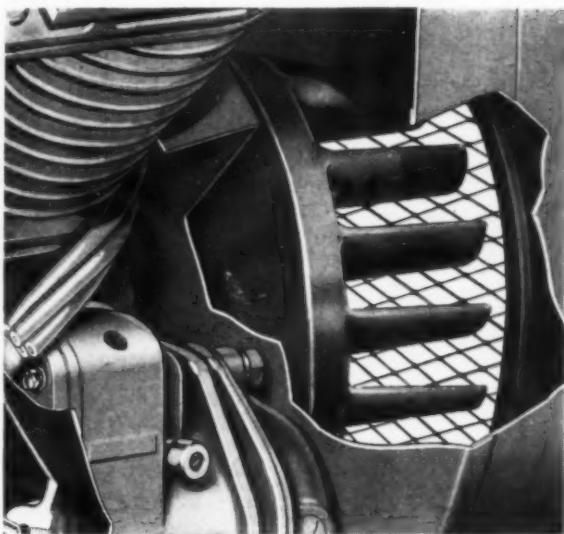
a new economy model garden tractor, which is called the Cultivette Model D.

Features include roller chain final drive, bronze bearings with grease gun fittings, variable tread width, all-steel electrically welded frame, and 4.00 x 12 special implement tires. Engine which powers the unit is a 1½ h.p. Briggs & Stratton.

Attachments include disc harrow, furrower, cultivator, sickle bar, lawn mower, scraper-dozzer, dump trailer, and a new hitch for adapting hand lawn mowers to the power unit.

Priced to retail for \$129.50, f.o.b. factory, the new model is designed especially for southern people who work vegetable gardens or have lawns to care for, it was announced.

Why WISCONSIN ENGINES are Air-Cooled



Here's the "business end" of Wisconsin Air Cooling . . . a large capacity fan that is actually a part of the flywheel itself, integrally cast. When the flywheel turns, the fan turns at the same speed, creating a powerful, continuous air blast as long as the engine is running, distributing the air most efficiently over cylinder walls and valve areas. At 1800 R.P.M., a 20 hp. engine moves 1200 cu. ft. of air per minute, at a velocity of 2480 ft. per minute. THE ENGINE NEVER RUNS OUT OF AIR!



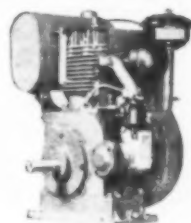
WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines

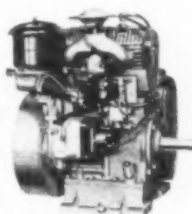
MILWAUKEE 14, WISCONSIN



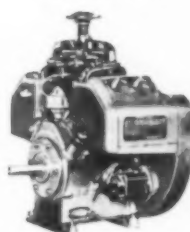
Single-Cylinder models, 3 to 6 hp.



Single Cylinder models, 6 to 9 hp.



Two Cylinder models, 7 to 13 hp.



V-type 4-cylinder models 15 to 30 hp.

Air cooling, as developed and perfected by Wisconsin Motor Corporation engineers, has these important advantages for the power user:

1. Greatest freedom from cooling chores and troubles. Less service TO the engine; more service FROM the engine; fewer lost Man-Hours through servicing shutdowns; more H.P. Hours on-the-job.
2. Most efficient cooling at all temperatures from sub-zero to tropical highs. Air cooling is perfectly synchronized to the speed of the engine; the faster the R.P.M., the greater the volume of air flowing around cylinders and heads. As operating heat increases, cooling rate increases in direct ratio.
3. Lowest maintenance cost. Nothing to get out of order and require replacement. No radiators, pumps, hoppers or water jackets . . . nothing to freeze; nothing to run dry in hot weather. No cooling accessories such as fans, pumps, bushings, pulleys, chains or extra gears to wear out and cause trouble.
4. Lighter weight and greater compactness due to fewer parts and no "coolant load"; . . . more convenient portability and greater adaptability for mounting on a great variety of machines as original equipment power components. Wisconsin engines fit the machine as well as the job.

Every Wisconsin Engine from the smallest to the largest (3 to 30 hp., single cylinder, 2-cylinder and V-type 4-cylinder) has all the advantages of dependable AIR COOLING plus heavy-duty design and construction throughout.

F-M Announces New Addition to Pump Line

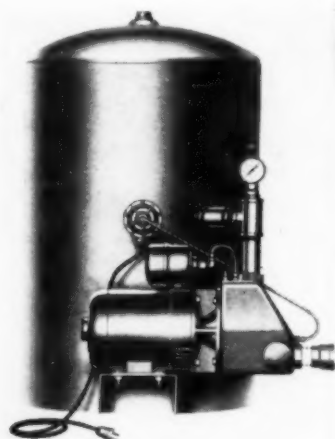
FAIRBANKS, MORSE & Co., 600 S. Michigan Ave., Chicago 5, Ill., has announced a recent addition to its line of shallow and deep well water systems. This is a new type of horizontal ejector pump which is automatically self-priming with water at 25 feet.

The new pump was designed to give maximum capacity possible at a depth setting of 20 feet, for which the unit is especially recommended, so that there are no un-

necessary openings, narrow passages, etc., thus offering maximum performance with a minimum consumption of electric current, it was announced.

The pump has only one moving part and requires no lubrication. There are no leathers to wear out, belts to replace, or valves to keep clean. Impeller and built-in jet nozzle and venturi are made of bronze. A self-aligning rotary seal on the motor shaft prevents water escaping from the pump volute and eliminates the need of packing glands.

The unit comes equipped with a handy 8-foot cord and plug wired to switch and motor, ready to plug in.



IH Appoints McCormick To Manage Dallas Plant

INTERNATIONAL Harvester Co., Chicago, Illinois, announces the appointment of Brooks McCormick as district manager of the company, with headquarters in Dallas.

Mr. McCormick succeeds J. H. Matthews, who will manage International Harvester's new parts depot which is to be opened about the first of the year in the Trinity Industrial District. At present, Mr. Matthews is in Memphis, Tenn., making preparations for the opening of the Dallas depot.

Mr. McCormick is the nephew of Fowler McCormick, chairman of the board of International Harvester, and is the son of Chauncey McCormick, member of the board for many years. Only 33, he has advanced through numerous phases of the company's operations since his graduation from Yale. Joining the company in 1940 as a warehouse laborer, he has been setup inspector, farm equipment salesman, tractor plant production expeditor, general superintendent of the Melrose Park tractor plant, and assistant district manager at Kansas City.

"The Southwest, which is one of the bright spots in the country economically," said Mr. McCormick, "long has been important in our industry. This area is developing rapidly in all phases of its basic industries, and we are especially interested in the progress that is being made in soil conservation. In all the progress in this area we hope to play an increasingly helpful role."



Thousands of farmers are turning to grassland farming for higher profits today and greater security tomorrow.

Here's how YOU can cash in on the big swing to GRASSLAND farming

● With the growing recognition of grass as a high-profit crop that conserves and restores the soil, New Holland hay machinery offers an exceptional profit opportunity for dealers from coast to coast.

Led by the world's fastest-selling automatic pick-up baler, the entire New Holland line of high-capacity grassland machinery is designed from the ground up for faster, more reliable haying at less cost. That means greater sales and profits.

New Holland protects your territory—helps keep your dealership

on a high-profit level. Sales-making advertising in national and state farm papers develops thousands of leads that are immediately forwarded to dealers.

WRITE FOR DEALERSHIP INFORMATION

Money-making dealers are enjoying greater profits and greater security by getting their share of the rich, ever-growing grassland machinery market. Write us today. If there's a dealership open in your territory, we'll be glad to talk it over with you.

NH NEW HOLLAND

"TODAY'S LEADER IN GRASSLAND FARMING"

NEW HOLLAND MACHINE COMPANY • A Subsidiary of The Sperry Corporation
NEW HOLLAND, PA. • Minneapolis • Des Moines • Kansas City • Toronto



SIMPLICITY JULY LAWN MOWER PROMOTION FORECASTS PROFITS FOR DEALERS

Special Promotion Spurs Sales

Simplicity dealers are preparing for profit in July. The new lawn mower promotion, scheduled for July, is geared to keep customers coming to the stores. Aggressive dealers will tie-in with national advertising, stressing the amazingly low price which permits buyers to own a versatile Simplicity Garden Tractor and Lawn Mower for little more than the cost of a good single purpose power mower.

Leading Magazines Carry Big Ads

The ad, shown here in reduced size, will reach more than 8 million homes throughout the nation in July—most of the able-to-buy homes in every dealer's neighborhood. Simplicity Lawn Mowers and Tractors will be featured in July *Better Homes and Gardens*, *July Country Gentleman* and *July American Home*.

Merchandising Kit Aids Dealers

All dealers receive a kit containing everything needed to tie-in profitably with national advertising. Newspaper ad mats, colorful posters, sales literature, display cards, radio announcements, selling plans—a compact, efficient package for profit.

24 inch POWER LAWN MOWER plus Simplicity Garden Tractor

for little more than the price of a good single purpose power mower

There's extra value every way with a Simplicity tractor and implements. You can mow the lawn AND: cut weeds, remove snow, saw wood and handle many other yard and garden chores. And anyone in the family can handle the Simplicity because speed, power and handle height are all adjustable to fit the job and to fit the operator.

Write for illustrated folder and name of nearest Simplicity dealer



NEW 3 H.P. MODEL "M" Garden Tractor
4 speed drive. Fully enclosed gears. Patented "Quick-Kitch". One-piece steel frame. Briggs & Stratton Model 9 engine. \$219.50* Implements extra.

NEW 2 H.P. MODEL "L" Garden Tractor
Twin to the "M"—designed for lighter work. \$149.50* Implements extra.

24 inch LAWN MOWER Engine driven cutting reel. Separate clutch. Long wheelbase for easier handling, better mowing on hills. Attaches to tractor in less than one minute—without tools! \$40.00*

* Prices F.O.B. Port. Washington, Wisconsin.



America's Biggest Garden Tractor Value

SIMPLICITY MANUFACTURING COMPANY
PORT WASHINGTON, WISCONSIN, U.S.A.

SIGN UP WITH SIMPLICITY NOW!

Sell More Garden Tractors . . . Sell More Implements . . . Sell Simplicity

Expansion of production facilities makes it possible to offer this profitable line to additional dealers. Simplicity, America's Biggest Garden Tractor Value, is easy to sell, stays sold. 2 tractor models in most popular horsepower classifications. Wide range of implements, interchangeable on both tractors to keep inventory investment low and to provide year 'round profit opportunity. Better engineering, better materials plus competitive prices.

FILL OUT AND MAIL TODAY!

Simplicity Manufacturing Company,
1103 Spring St., Port Washington, Wis.,

I'm interested in the profit opportunity in a Simplicity dealership.
Please send full information!

Names: _____

Address: _____

City: _____ State: _____

NEXT MONTH — WATCH FOR SICKLE BAR PROMOTION

New Single and Double Bottom Two-Way Plows

W. F. MELLEN of the Mellen Distributing Co. and the Mellen Mfg. Co., Los Angeles, Cal., announces two new products: Mellen single-bottom automatic two-way plows and Mellen double-bottom automatic two-way plows.

The plows are designed and built to meet the most difficult of plowing conditions, from rocky soils to hard, dry adobe, it was announced. Their bottoms can be individually

adjusted for correct level, lead and suck.

Six different sizes of plows can be made by using the same main frame. For example, the single-bottom plow can be made into an 18, 16 or 14 inch plow merely by putting on a pair of one of the correct sizes of bottoms and moving the beams by adjustment to conform to the standard 52-inch tractor wheel spacing. The double-bottom plow can be made into a 16, 14 or 12 inch plow by the same procedure. All parts are inter-

changeable between the single and double bottom plows, except the beams on the double-bottom plow.

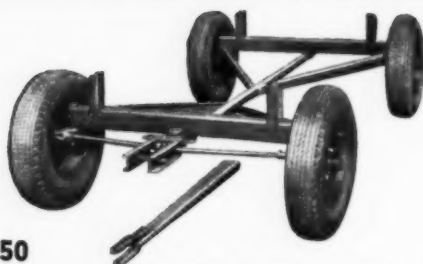
Such interchangeability enables the dealer to stock only a few parts to make delivery on any one of six different plows without the capital investment of six complete plows.

Automatic changing of the bottoms is accomplished automatically by moving a small lever attached to the quadrant of the hydraulic lift lever on the tractor. Such arrangement is said to eliminate the accidental tripping and changing of the bottom when the tractor wheel drops into a hole or the operator wants to clear an obstacle.

Should side draft be encountered, it can be compensated for quickly and easily by adjusting the beams laterally to give a straight line of draft. These plows will

TIMKEN BEARING EQUIPPED **ELECTRIC** The Complete Wagon Line That Meets All Farm Hauling Needs

General Purpose
Auto Steer Type
TWO SIZES



No. 650

Greater capacity, greater structural strength, advanced design. One basic wagon to carry in stock . . . add rocking bolsters or spring bolsters as the customer requires. Capacity 3 tons. The No. 660 is built to carry 4 tons.

Heavy Duty
Fifth Wheel Type
TWO SIZES

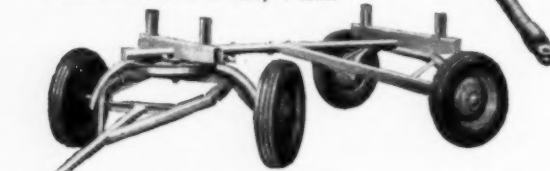


No. 600

The "Big Haul" 5 ton capacity. Will do the work of two or three ordinary wagons. Fifth wheel construction.

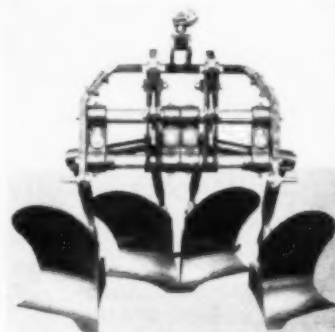
The No. 620 is built to carry 4 tons.

For Special Hauling Jobs



No. 640

The "Cut Under" 3 ton capacity, high arched axles for short turning. Fifth wheel construction. A wagon designed for special hauling jobs.



throw all furrows uphill in hill-side work and keep the uphill wheel in the furrow, thus increasing stability, it is claimed.

By lowering both bases on the single-bottom units and by lowering the two inside bases and raising the two outside bases on the double-bottom plows, a ditch can be cut for irrigation purposes.

The new plows are of all cast-steel construction, except the shares and moldboards, and are built to specifications of twice the load factor requirements, without excess weight. Additional features include: short coupled with bottoms up; beams on single-bottom units are only 20" long; can be supplied with or without coulters; units are in the popular price range.

The Phillips Foundry Co., Bakersfield, Cal., which also manufactures and markets its own agricultural implements, has been appointed by the Mellen Distributing Co. as the manufacturer. Mr. Mellen will direct the national sales from this office.

Write for name of nearest distributor
ELECTRIC WHEEL CO., 2927 Oak St., Quincy, Ill.

Smooth ...POWER THAT APPEALS

Field work goes faster with a lively 6-cylinder Oliver. Its operation is *smoother* under any load. The quiet, efficient "77" engine, for instance, supplies an abundance of pull to hustle along every farm job. But, more than that, it provides a greater power range in each of the tractor's six forward speeds. There's something appealing about this "smoothie"—in power, appearance and utility—that attracts prospects and serves as a constant sales stimulant to keep an Oliver dealer's business strong.

THE **OLIVER** CORPORATION
400 West Madison Street, Chicago 6, Illinois



OLIVER

"FINEST IN FARM MACHINERY"

Hypro Introduces New Portable Pump Unit . .

HYPRO Engineering Co., 404 Washington Ave., North, Minneapolis, Minn., has introduced a powerful little portable pump unit for dozens of household and industrial pumping jobs. Called the Hypro Portable Pump, the unit is especially designed for draining garden pools, cellars, oil drums, cesspools, cisterns, boats, and puddles around the yard, and for other uses.

The unit consists of a $\frac{1}{4}$ h.p.

heavy-duty motor with a 5-foot cord, a self-lubricating bronze pump with a flexible Hycar rotor, and a hinged, rust-proof metal handle that folds down when not in use. A hollow shaft slips directly on the motor shaft, so no base plate or coupling is necessary.

According to the manufacturer, the unit will lift water up to 10 feet unprimed, 22 feet primed. The pump will deliver up to five gallons per minute. Pressure ranges from 0 to 30 pound. Weighing only 27 pounds complete, it can be carried easily from place to



place. It operates as silently as the motor, it is claimed. Standard garden hose fittings on the pump, make possible instant, easy attachment.

The Hypro Portable Pump with motor is sold by hardware, appliance and implement stores, as well as plumbing and heating outlets, for only \$37.50, F. O. B. factory.

Additional information is available from the manufacturer.



**Guaranteed to fit . . .
field tested cutting parts
for mowers and combines**

Herschel Parts . . . plus your own "know how" . . . build customer good will that pays off in new equipment business later on.

Field tested for rugged duty under actual farm conditions and guaranteed to fit . . . Herschel Parts can be recommended, sold and installed with confidence. The Herschel line

is complete . . . order ALL your requirements from this ONE dependable source.

Use Herschel Parts for repairing all makes of cutter bars.

R. HERSCHEL MANUFACTURING CO., Inc., Peoria 8, Ill.

Pioneer Makers of Cutting Parts to Fit Mowers and Combines

Branches: Auburn, N. Y.; Minneapolis, Minn.; Harrisburg, Pa.; Omaha, Nebraska

DISTRIBUTORS:

R. C. Cropper, Macon, Georgia

The Southern Supply Co., Dallas, Texas

HERSCHEL PARTS

Hydraulic Control System For Oliver Tractors . . .

THE OLIVER Corp., 400 West Madison St., Chicago 6, Ill., has announced the availability of a new electrically manipulated hydraulic control system for handling mounted and trailer implements on the row crop and standard Oliver tractor series 66, 77 and 88.

The new control system, known as the Oliver Hydra-lectric, is a self-contained hydraulic power unit providing finger-tip control of mounted or trailing implements from a standing or sitting position at the driver's seat. The unit provides electric control over a hydraulic system which may be operated whenever the tractor engine is running. The cylinders, which actually raise and lower implements, can be operated simultaneously or independently of each other, and precision adjustment is provided between the upper and lower extremes of implement position. The cylinders operate under power in both directions, and the lift speed remains the same, regardless of load.

Company officials state that standardization of the new Oliver

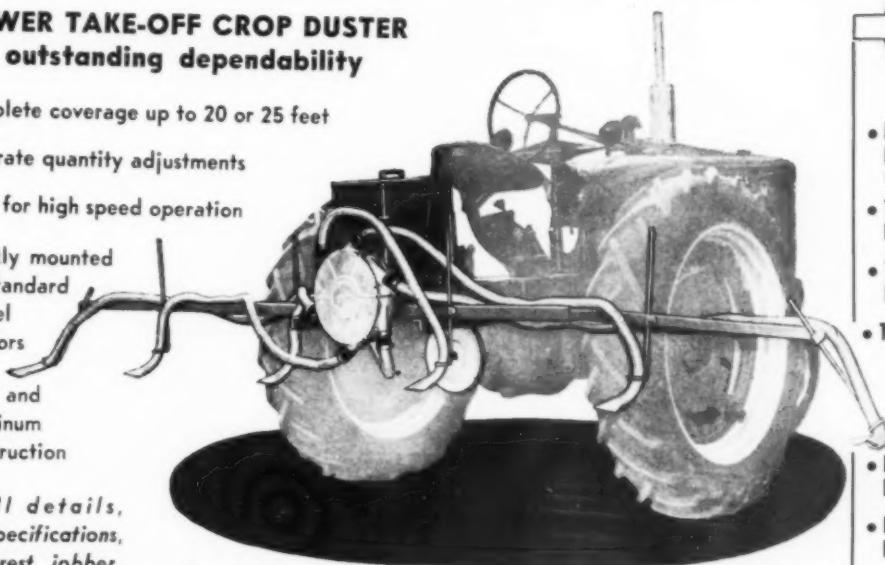
The BLUE CROP DUSTER can be a CROP SAVER!

Your customers are looking for results — Here is the answer

A POWER TAKE-OFF CROP DUSTER of outstanding dependability

- ★ complete coverage up to 20 or 25 feet
- ★ accurate quantity adjustments
- ★ built for high speed operation
- ★ quickly mounted on standard model tractors
- ★ steel and aluminum construction

For full details,
prices, specifications,
and nearest jobber,
write, wire, or phone

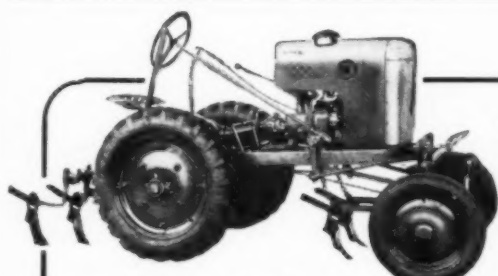


JOHN BLUE Company, Inc.
HUNTSVILLE, ALABAMA

Dependable Farm Equipment
Since 1886

BLUE
LINE
PRODUCT

- Liquid Fertilizer Distributors (Anhydrous Ammonia)
- Tractor Planters and Distributors
- Tractor Drawn Disc Harrows
- Tractor Stalk Cutters
- Horse Drawn Planters
- Horse Drawn Distributors
- Horse Drawn Disc Harrows



"DU-ALL"
Riding
Tractor

Profit From A Tractor Line
That Helps Sell Itself

shaw

FLEXIBILITY OF USE helps the "Du-All" Riding Tractor and "Peppy Pal" Walking Tractor sell themselves. Numerous attachments help you to extra profits too, because they let Shaw Tractors seed, rake, saw wood, harrow, disc, cultivate, mow, plow and do hundreds of other jobs quickly and easily.

ECONOMY OF OPERATION. Patented, exclusive design assures maximum power and bulldozer traction. Heavy-duty, tested engines get the most from every pint of gasoline... give customers more for every dollar.

FINE QUALITY AT LOWEST COST. Simplicity of design, mass production techniques, over 50 years farm equipment engineering experience result in low-cost, dependable construction... the kind your customers want. Easy to start, easy to run... a child can operate any Shaw Tractor.

ATTRACTIVE PROFIT MARGINS

Attractive profit margins are due to mass production and mass buying of raw materials. Special prices are offered to distributors buying in large quantities.

SOME CHOICE DEALERSHIPS STILL OPEN

You can start cashing in on Shaw profit opportunities today. For complete information on how to build profits in the field of small tractors, write direct to manufacturer now.

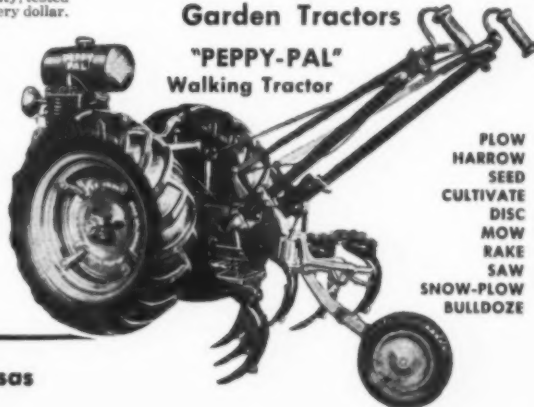
shaw

MANUFACTURING CO.

8307 Front Street, Galesburg, Kansas

"DU-ALL" and "PEPPY PAL"
Garden Tractors

"PEPPY-PAL"
Walking Tractor



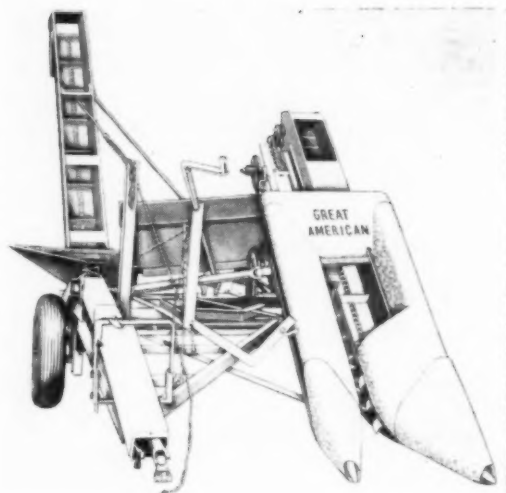
PLOW
HARROW
SEED
CULTIVATE
DISC
MOW
RAKE
SAW
SNOW-PLOW
BULLDOZE

Though simple and lightweight, the Hydra-lectric operates at a working pressure of 750 pounds per square inch, and is capable of handling the heaviest implements.

GREAT AMERICAN Farm Equipment Co., 39 S. LaSalle St., Chicago, Ill., announces a new and improved Great American corn harvester for 1950. All of the exclusive features of last year's harvester have been retained and others added, with emphasis placed on greater endurance, stronger construction, smoother picking, larger capacity, easier guiding, and better lubrication.

Features of the new harvester include: an exclusive Great American gathering mechanism, the Stalkwalker, which does not use

At right is the new Great American corn harvester which features a new gathering mechanism, the Stalk-walker, which does not use conventional chains. Another feature is the equalizer husking bed which is adjustable from the tractor seat. Adjustments can be made without stopping the tractor. The new harvester weighs 2170 pounds.



conventional chains. Instead, two lines of three star-shaped cams are located on either side of, and just above, the snapping rolls. These cams are arranged and timed so that, as they turn, the points come up behind the stalks to "walk" them into and up the snapping rolls. Equalizer husking bed, adjustable from the tractor seat, is a new 1950 Great American feature that allows the operator to adjust this bed to varying conditions without dismounting from the tractor. Adjustment for wet or dry corn, the degree of husking, operation on rolling terrain, or reasonable side hills can be made quickly and easily without stopping the tractor or dis-

Efficient and modern lubrication consists of five sealed, oil bath gear boxes, equipped with oil cups, drain plugs and anti-friction and bronze bearings, and requiring only occasional servicing, it was announced. Twenty-six Zerk fittings, to lubricate the other moving parts, cut greasing time to only four minutes.

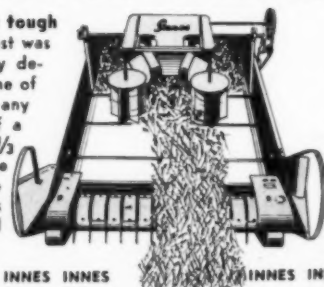
The new harvester weighs 2170 pounds and is equipped with 34 anti-friction bearings and 22 bronze bearings. The rugged frame is strongly reinforced. Steel cut, heat treated gears are used at points of greatest stress, and moving parts are well protected by five safety slip clutches.



*Innes Feeder on Massey-Harris 7' Clipper
Combine handles heavy oats windrow with
ease on Scott County, Iowa, farm.*

You can make a dependable annual income
SELL THE *Innes* WINDROW FEEDER

"Make us a machine that will smooth out these tough windrows, so we can thresh easier!" This request was made to Innes Company so many times that they developed the Innes Windrow Feeder. The only machine of its kind on the market, the Feeder distributes any windrowed crop evenly along the entire length of a full length threshing cylinder. Operator can travel $\frac{1}{2}$ faster without extra power. Send for free literature to give your prospects. Drop a card or letter to Innes Company, Bettendorf, Iowa, makers of Innes Windrow Pick-Up and Feeder, Constant Power, and Bean Windrower.



new

BILLINGS LIFE-TIME® WRENCHES

EXCLUSIVELY FOR THE HARDWARE TRADE

THE BILLINGS & SPENCER CO
HARTFORD 1 CONN

ORDER FROM YOUR WHOLESALER

Myers Introduces Two New Pump Lines . . .

THE F. E. MYERS & Bro. Co., Ashland, Ohio, has introduced two new lines of products, the Myers Deeplift Ejecto water system and the Myers Centrifugal pumps. The new Deeplift Ejecto joins the "HN" series Ejectos announced recently to offer a complete line of ejecto type pumps for well lifts up to 300 feet. The new units are furnished in 1½, 2 and 3 h.p. sizes.

Features of the new Deeplift Ejecto include: water flow is automatically divided in the separation chamber, so that the water supply pumped by the lower impellers to the ejector nozzle is maintained at the required pressure of from 80 to 150 lbs; impeller above separation chamber delivers water to the greater lifts and insures dependable service under all conditions, including the ability to handle air; ideal for crooked wells, no rods or line shafting to wear; can be offset at any convenient location from the well, with no well pit required; compact, accessible and economical; for lifts from 100 to 300 feet; for wells 3 inches in diameter and

up; equipped with single phase or three phase motor.

The new Centrifugal pumps are the horizontal, single suction, single stage type, with enclosed impellers. Mechanically and hydraulically, they are said to embody the most recent advances in design for pumping hot or cold water, light oils and many other liquids.

These general duty pumps are

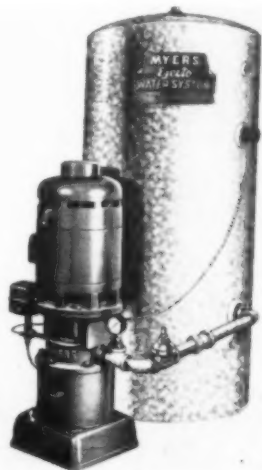
built in three types: motor mounted or close coupled, direct connected with base plate and coupling, and belt driven models.

Farm Prices Received, Paid Show Increase . .

FOR MONTHS farm income has slipped to lower levels as prices received by farmers fell off while prices paid remained fairly constant.

As a result farmers' cash income was down to \$27½ million last year, a stiff drop from the peak of \$30 million. For 1950 some observers predict that income will drop another 10 percent.

As May closed, however, the picture brightened. The Department of Agriculture reported that "sharply higher prices for hogs together with increases in prices of most other meat animals, cotton, wool, soybeans and corn raised the index of prices received by farmers to 247 percent of its January 1910-December 1914 average. At this level the index is the highest since September 1949. Although the index is 6 percent above December 1949, it is 2 percent below a year ago.



This sign packs 'em in!

DEMPSTER
WATER SUPPLY EQUIPMENT



**Earn Big Profits
From NEW CUSTOMERS**

When you handle DEMPSTER, you sell EVERYTHING for farm water systems! Shallow and Deep Well Reciprocating Pumps • Shallow and Deep Well Jet Pumps • Centrifugal Pumps • Steel Tanks • Windmills • Irrigation Equipment • Distributors of pipe, fittings and plumbing supplies.

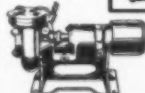
DEMPSTER MILL MFG. CO.
Beatrice, Nebraska

Whenever a new high line is constructed in your trade territory, scores of farmers start thinking about water supply systems for the first time. They will come to you as new customers if you carry DEMPSTER, America's complete line of water supply equipment.

DEMPSTER products have been the yardstick of quality for over 70 years. They are backed by strong national advertising and a dealer-proved dealer program. With DEMPSTER your store can be "water supply headquarters" for your whole area!

*America's
Complete
Line!*

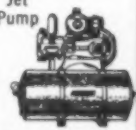
Centrifugal
Pump



Deep Well
Reciprocating
Pump



Shallow Well
Jet
Pump



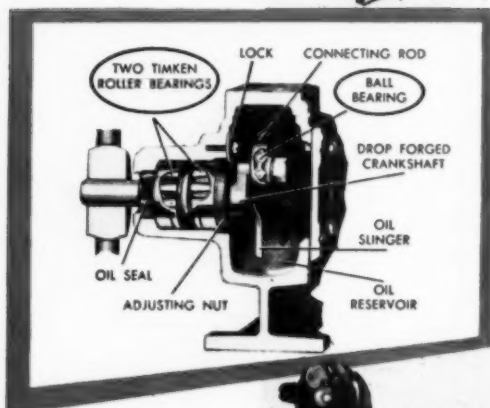
Deep Well
Jet
Pump



SELL DEMING Features

Deming FEATURES stimulate sales! The "MARVEL" shallow well water system is an example. Its FEATURES make it one of the fastest selling water systems on the market.

Deming FEATURES are engineered to assure dependable, low cost, operation, upkeep economy and long life!



Note these views of Deming MARVEL features. Other important features explained in catalog. Study them. Then SELL them. It's good business!

THE DEMING COMPANY
319 Broadway, Salem, Ohio

DEMING

THE COMPLETE LINE
PUMPS AND WATER SYSTEMS

ADVERTISER'S INDEX

A

Acme Shear Co. *

Adams, Inc., C. F. *

Advertising Council, Inc. 10

Alabama Mfg. Co. *

Aladdin Ind. *

Allen & Co., Inc., S. L. *

Allis-Chalmers Mfg. Co. *

Aluminum Company of America *

Aluminum Goods Mfg. Co. *

American Chain & Cable Co., Inc. 41

American Pad & Textile Co. *

American Steel & Wire Co. 56

American Turpentine Farmers Assn. *

Ames-Baldwin-Wyoming Co. *

Archer-Daniel-Midland Co. 52 and 53

Atkins & Co., E. C. 73

Atlantic Steel Co. 28

Atlas Asbestos Co. *

Autoyre Company 14 and 15

Avery & Sons Co., B. F. 76

B

B & L Tool & Machine Co. 74

Baird & Co., G. M. 74

Baker Brush Co. *

Bethlehem Steel Corp. 1

Billings & Spencer Co. 104

Blue Co., Inc., John 103

Boker & Co., Inc., H. *

Boyle-Midway, Inc. *

Brand Names Foundation, Inc. 95

Briggs & Stratton Corp. *

Buffalo Bolt Co. *

Burroughs Manufacturing Corp. *

C

Carter Products Corp. 26

Campbell Chain Co. *

Carlson & Sullivan, Inc. *

Carnegie Illinois Steel Co. *

Case Co., J. I. 71

Champion De Arment Co. 66

Char-Lynn Co. 110

Chattanooga Implement & Mfg. Co. 68

Cheney Hammer Corp., Henry. 58

Chicago Screw Co. 70

Chicopee Mfg. Corp. *

Clark Bros. Bolt Co. *

Clemson Bros., Inc. 64 and 70

Cleveland Chain & Mfg. Co. 45

Coleman Co., Inc. *

Collins Company 66

Colorado Fuel & Iron Corp. *

Wickwire Spencer Steel Division *

Columbia Steel Co. *

Columbian Rope Co. *

Columbiana Pump Co. *

Consumers Glue Co. 72

Continental Motors Corp. *

Cyclone Fence Division 56

D

Dallas Manufacturers & Wholesalers Assn., Inc. 43

Dazey Corporation *

Dearborn Motors Corp. 93

Decorite, Inc. 71

Deere, John 83

DeLaval Separator Co. *

Deming Company 106

Dempster Mill Mfg. Co. 105

Dietz Co., R. E. *

Draper-Maynard Co. *

E

Eagle Manufacturing Co. *

Eagle Rule Mfg. Corp. *

Eclipse Lawn Mower Co. *

Electric Wheel Co. 100

Embury Mfg. Co. *

Empire Plow Co. *

F

Fairbanks, Morse & Company 109

Farm Tools, Inc. *

Federated Mutual 23

Fidler Co., Edwin H. *

Fleming & Sons, Inc. 73

Fletcher-Terry Co. *

Flexible Steel Lacing Co. *

Flint & Walling Mfg. Co., Inc. *

Florida Fishing Tackle Mfg. Co. 54

Foster Aluminum Alloy Products Corp. *

G

General Electric Co. (Lamps). *

General Foundry & Machine Co. 71

General Steel Warehouse Co., Inc. *

Gladding & Co., Inc., B. F. *

Goulds Pumps, Inc. 81

Grand Haven Stamping Prod. Co. *

Great Neck Saw Mfrs., Inc. 74

Greenlee Tool Co. 48

Griffin Mfg. Company 67

H

Hanson Scale Co. *

Herschel Mfg. Co., Inc., R. 102

Hodell Chain Co. *

Horrocks Ibbotson Co. 69

Horton Mfg. Co. *

Huenefeld Co. *

Hume Co., H. D. *

I

Ideal Power Lawn Mower Co., Div. Mast-Foos Mfg. Co. *

Ingersoll Steel & Disc Division (Discs) Back Cover

Ingersoll Steel & Disc Division (Shovels) *

Innes Company 104

International Harvester Co. (General Line) 79

Irwin Auger Bit Company *

J

Jackes-Evans Mfg. Company *

Jacobsen Manufacturing Co. 12 and 13

Johnston Mower Co. *

Southern HARDWARE

Hardware and Allied Lines—Farm Operating Equipment

Vol. 119

August, 1950

No. 8

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J. A. MOODY
Production Manager

CONTENTS

Editorial	31
Planned Public Relations	33
Tool Rentals	35
Sporting Goods Promotion	36
Winning New Business	39
Outboard Motor Service Shop	41
Advertising with a Sales Punch	42
Texas Wholesale Convention	44
Hobby Supplies	46
Carolinas Convention	48
Business Trends	60
Industry News	62
New Products	70

FARM EQUIPMENT SECTION

Rice Farming in the Delta	85
Merchandising Crop Spraying Equipment	88
Farm Equipment Financing	92

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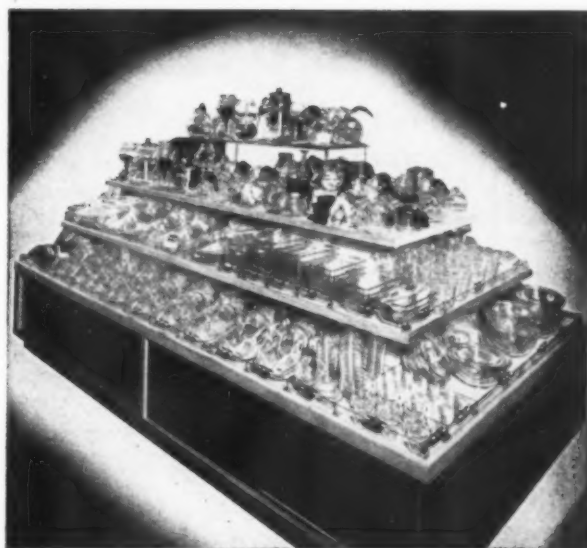
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TEXTILE INDUSTRIES SOUTHERN BUILDING SUPPLIES
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SOUTHERN AUTOMOTIVE JOURNAL

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SOUTHERN HARDWARE for AUGUST, 1950

Step UP Your Profits with Step UP Display Fixtures



Association Designed

SHOPPING ISLANDS

Are Flexible and Versatile!

It's "eyes right" . . . right on your featured merchandise when it's displayed on easy-to-see, easy-to-reach display fixtures . . . they're Association-designed for Association members only. Attractive Shopping Islands add 50% more display space to your store. They're durably-constructed of high-grade mahogany, oak or birch, with ample storage-space underneath for reserve stocks. Top step-ups can be quickly arranged to accommodate all sizes and shapes of merchandise.

Association Step-Up Display fixtures are unexcelled in beauty, workmanship and price. They are shipped completely assembled, ready to go to work at once. See association-designed fixtures first before you buy!

For Complete Store Planning
Consult Your State Association

Streater INDUSTRIES, INC.
SPRING PARK, MINNESOTA

Our Fixtures Available Only
Thru State Hardware Ass'n's

The Round trademark will boost your sales!



Complete line... Recognized top quality... Strong sales support

The ROUND trademark means more chain volume for YOU . . . more customers, steady repeat business, greater customer satisfaction and higher profits.

You profit because your customers can meet all their chain needs from one single source—you! ROUND makes chain of every type . . . Proof Coil, Brass Safety, Double Jack . . . a hundred other kinds from small links used in precision instruments to massive anchor chain.

ROUND has stood for top quality in chain since 1869. Your customers know and trust the ROUND name.

Six large plants with warehouses in principal cities guarantee that your requirements will be filled promptly and efficiently.

Continuous ROUND trade and national advertising, modern packaging, a full assortment of selling aids—plus planned sales promotion—help you get more orders, faster.

Cash in on these ROUND sales advantages: (1) Complete Line (2) ROUND Quality (3) Sales Support. They're real profit boosters! A-2339



The Reel Salesman turns the sales spotlight on chain. It holds 4 reels (or their equivalent in 1/2 or 1/3 reels) of popular small sizes of welded and weld-less chains.



Proof Coil or BBB Coil



Liberty Coil—Twist Link



Liberty Coil—Straight Link



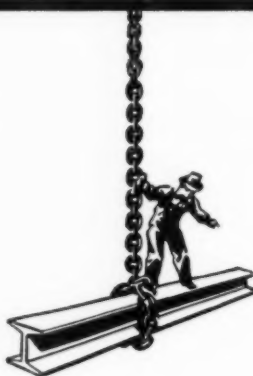
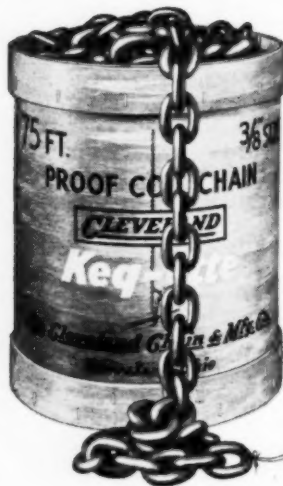
Liberty Machine—Twist Link



Lock Weave or Triumph Pattern



Buckeye or Brown Pattern



Kegettes are ideal for store display . . . boost sales . . . are easy to stock. Each contains one of following quantities of Proof Coil or BBB Coil Chain (self colored or hot galvanized): 250 ft., 3/8"; 150 ft., 1/2"; 100 ft., 5/8"; 75 ft., 3/4".

CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co.

Cleveland 5, Ohio

ROUND Associate Chain Companies

The Bridgeport Chain & Mfg. Co., Bridgeport, Conn. • The Cleveland Chain & Mfg. Co., Cleveland, Ohio • Round California Chain Co., So. San Francisco and Los Angeles, Cal. • The Round Chain & Mfg. Co., Chicago, Ill. • Seattle Chain & Mfg. Co., Seattle, Wash. • The Southern Chain & Mfg. Co., Birmingham, Ala. • Woodhouse Chain Works, Trenton, N. J.

SOUTHERN HARDWARE for AUGUST, 1950

UNCLE SAM — BUSINESS COMPETITOR

No. 4 in a series of editorial messages

ONE of the long-range objectives of socialism is government ownership and operation of the means of production—or, in other words, nationalization of industry.

From that viewpoint it may seem that socialism has not gained much of a foothold in the United States. For as we look about we note that those business enterprises with which we are most familiar—the local stores and factories—still seem to be operating much the same as ever. They are still under private ownership and control. Though burdened with heavy taxes and hampered by governmental regulations, they are still a part of our free enterprise system.

Yet, our genial Uncle Sam, usually characterized as a be-whiskered old gentleman who exercises a benevolent supervision over the destinies of the nation, is rapidly becoming a sort of "meddlesome Mattie" whose grasping fingers are acquiring direct control over much of the business and industry of this country.

The report of the Hoover commission, a bi-partisan group of business and governmental experts who spent nearly two years in detailed study of ways and means of bringing greater efficiency into operation of the Federal Government, devotes much critical attention to the more than 100 different business activities now conducted by the Government. Among these are the production, distribution and sale of electric power and fertilizer; operating ships and railways; lending money, guaranteeing loans, writing insurance; buying and selling farm products, and smelting and selling minerals.

In these various business enterprises the Federal Government now has direct investments of some \$20 billion, with additional authorized commitments of \$14 billion; and with vastly greater commitments in the form of guarantees on deposits and mortgages and in government life insurance. And in most of these varied activities the Government is in direct competition with private business enterprises.

No private financial institution can compete with the Government in lending money. For government can lend at lower rates and need not be so careful about security or collateral, since the losses on its loans will be underwritten by the taxpayers—and have been, in some recent widely publicized RFC cases.

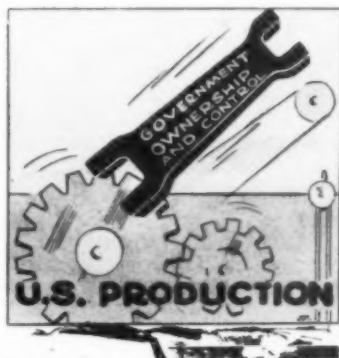
Among the several governmental agencies now making direct loans to individuals and companies are the Federal Reserve Banks, the Farmers' Home Administration and the RFC. The latter, originally set up strictly as an emergency organization to help battle the depression of the early 30's, has been continued through years of prosperity; though obviously, as was pointed out by the Hoover Commission, any direct-lending activities by government may lead to waste, favoritism, political pressure, or corruption.

In the field of electric power development the Federal Government has become a major factor; and this development is no longer disguised as merely incidental to flood control, navigation and reclamation projects.

Installed generating capacity of public power agencies had expanded to more than 12½ million kw by the end of 1949, a more than five-fold increase in the last 17 years, and is now equal to 25% of total private capacity. Continued expansion of federal power and water resource projects is indicated in the 1949 expenditures of \$702 million and the budget estimates of \$914 million for 1950 and over \$1.1 billion for 1951.

In such fields as public housing, government lending, and federal power production are notable examples of the strides which government is likely to take, once it starts in any field of business activity.

It's easy to start—but difficult to stop, or curb. For these federal programs mean a continued flow of easy money, more jobs to pass out, more power for federal officials. But they also mean increased federal deficits, more government competition, and a continued trend toward a socialistic state.

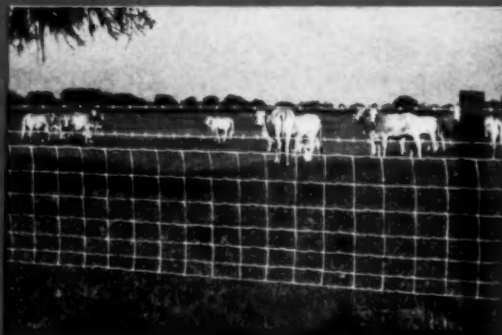




The Harvey Kelly Farm, Monticello, Georgia



The John B. Carroll Farm, Ozark, Alabama



Anthony Farms, Ocala, Florida

DIXISTEEL FENCE for Dixie farms



These photographs of Dixie Farms are some of those being featured in DIXISTEEL Fence advertisements in farm publications. Each advertisement is designed to help you sell more DIXISTEEL Fence for Dixie Farms.



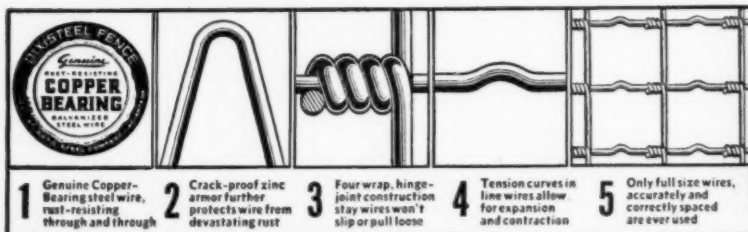
BACKED BY SOUTHERN ADVERTISING TO BUILD MORE SALES FOR YOU!

Dixisteel Fence ads appear regularly in publications reaching over 400,000 farmers.

Feature the fence that means more sales for you, more satisfaction for your customers—DIXISTEEL Fence.

For full information on the complete DIXISTEEL Fence line, including steel fence posts, staples, and barbed wire, see your wholesaler or write directly to us.

the FIVE-FEATURE FENCE



1 Genuine Copper-Bearing steel wire, rust-resisting through and through

2 Crack-proof zinc armor further protects wire from devastating rust

3 Four wrap, hinge-joint construction stay wires won't slip or pull loose

4 Tension curves in line wires allow for expansion and contraction

5 Only full size wires, accurately and correctly spaced are ever used

Atlantic Steel Company

MAKERS OF **DIXISTEEL** SINCE 1901
ATLANTA, GEORGIA

Right, Manager J. C. Ritchie presents checks to students who won essay contest sponsored by the store. Below, left, a second generation customer buys fishing tackle in the store's well-stocked sporting goods department. Right, a coffee bar dispenses free coffee to customers and employees daily



*P*LANNED Public Relations

WHETHER the hardware store is located in a city of 10,000 or 100,000, planned public relations pay-off in the most satisfactory of all dividends—public recognition and steadily increasing sales volume.

That is the experience of the Ruston Hardware & Furniture Co. of Ruston, La. In this city of 10,000 people, the 60-year-old

This program, designed to attract and hold customers, has paid off in public recognition and a steadily-increasing sales volume

store's planned public relations program has helped volume to increase at a more rapid rate during the past 10 years than in all the 50 preceding years when no

such plan was in operation.

Starting cautiously in 1940 with its three-point public relations program, the store now pursues a course of planned activities





Window display of fine silver attracts school groups to the store for special instructions in its use, a free and profitable service here

aimed at building current volume and maintaining it for the future. The program is made up of these elements:

1. Special activities for customers.
2. A personnel program.
3. An advertising department under its own advertising manager.

Because the store is located in a town that has two large state schools, the public relations program has wide-spread effectiveness. Students, their relatives and friends are given special attention in all promotions and institutional activities.

To make the store the focal point of attention for many groups, the owners selected the second floor as a "Hospitality Center." Here a long aisle, in a semi-private part of the floor, is converted to the use of any local group—women's clubs, school clubs, and church organizations. Folding chairs are furnished, and the space may be used for as long as necessary. A raised dais for the showing of films is provided, together with a screen and a 16 mm. motion picture projector with sound. There are also two slide projectors.

The slide projectors and motion picture machine are available to any group that wants to use them in its own auditorium. Churches, clubs, and schools often request them. Users are requested to make arrangements with the store a few days in advance, so that the

machines will be available.

Home economics groups in the local schools often borrow the equipment for visual education, using their own films and slides. Sometimes school groups are invited to the store, where cooperation is given economics teachers in educating students in the use of modern kitchen equipment and electrical appliances.

Helps Students

At other times, students come to the store for instruction in the use of silver, crystal, and china. An unusual stock of these items is carried, and a large volume is enjoyed.

Located between the hardware and furniture sections on the first

Having its own advertising department, the store is generous with attractive hand-lettered signs, which are used to dramatize prices, especially during a promotion. Customers are made to feel that the store buys carefully and passes the savings on to them



floor is the desk of Miss Anne Davis, secretary-treasurer. Here, she has contact with many customers. Miss Davis admits that the store's public relations program would not be complete without special attention to personnel.

"Our 24 employees are our direct contact with customers," she said. "We want them to be happy and satisfied with their jobs."

Well before Christmas, one of the four yearly personnel parties is held, at which time a generous bonus is given to each employee. Besides the bonus, the salesmen also receive commissions, in addition to their salaries.

Group insurance covers all employees, and a thrift savings club is in operation.

Advertising Department

The public relations program is under the direction of J. C. Ritchie, manager, whose father founded the business, Miss Davis, and Edward Edmunds, advertising manager. It takes advantage of publicity through the news columns of the local newspapers, which are always glad to publish a readable article concerning a firm that is progressive and civic-minded.

Direct mail advertising and radio broadcasts round out the advertising program, all of it planned carefully to foster good public relations.

Typical of the store's public relations promotions was the recent 60th Anniversary celebration, when open house was held for 10 days, with free gifts, cokes, and

(Continued on page 50)



Profits from TOOL RENTALS



A TOOL rental department that brings in a volume of \$100 to \$150 each Saturday, is proving to be a profitable innovation for the Sharp Hardware Company, Kansas City, Missouri.

W. W. and H. L. Sharp, brothers, established the store in 1941 and realized promptly that some type of service was needed to satisfy the numerous demands of home-owners and residents for tools to be used over week-ends. Consequently, a year after the store was opened, they established a conventional rental department, equipped with a floor sander and edger. Although this equipment was kept out on a rental basis almost constantly, it still was not the answer to the customer demand.

Then one day the brothers thought: "Why not rent tools out of the lines we sell? Then, if customers should want to keep the

tools, we can complete the sale."

The rental department was expanded and tools taken out of stock and placed at the disposal of customers. Tools were provided to supply all requests, and the list now includes auto sanders and polishers, pipe threading and cutting equipment, house jacks, lawn rollers, sewer cables, blow torches, pipe wrenches, caulking guns, and other items.

Prices range from \$1 per hour, or \$5 per day, down to \$1 and even 50 cents per day for small tools.

Few rental tickets are made out for less than \$5. For instance, a customer will rent a number of

tools to complete a job. If it is a pipe job, he will need cutting and threading equipment and wrenches, on which the payment will add up to \$5 or sometimes even more.

Each rental customer is required to pay one day's rent in advance when he takes out the equipment. An ordinary sales ticket is made out listing the tools rented and the time and the amount paid. When the tools are returned, they are checked against the list, and the customer pays for the time used in excess of the amount covered by the advance payment.

After several years of renting all kinds of tools, the owners report the loss from non-returns as negligible. The tool most frequently lost is the inexpensive caulking gun. However, damage and excessive wear from carelessness and abuse is common and

(Continued on page 52)

Above, H. L. Sharp, left, rents an electric buffer to a customer. One day's rent is paid in advance, with excess time paid for on the return of the tools



SPORTING GOODS PROMOTION

Stubbs has the merchandise, the advertising and the services which bring 'em in

GIVE SPORTSMEN a wide selection of merchandise—from golf balls to boats—plus services which will keep their equipment in first class condition, and sporting goods soon will account for a substantial share of annual volume. That advice for building and maintaining sporting goods volume comes from no less an authority than Otis Stubbs, owner of Stubbs Hardware Company in Savannah, Ga., who has followed this merchandising policy for many years. The store itself is ample evidence of the success of his plan. Today, it sprawls over three floors and is stocked literally from floor to ceiling with sporting goods and allied lines.

There are lines available for followers of almost any given sport. These, supplemented by consistent, aggressive promotion have firmly established the store's reputation. As a result, Stubbs Hardware Company is sporting goods headquarters not only for residents of Savannah, but for sportsmen in a wide surrounding territory as well.

Promotion that reaches all types of sportsmen always has been the store's key to sales, and from its



Top: Fishermen find a complete variety of merchandise in the store's tackle department. Here, Chich Shiver, left, Savannah athletic coach and one-time All-America end at the University of Georgia, examines a custom-made rod, while Otis Stubbs looks on. **Below:** In corner reserved for skeet club, Otis Stubbs, left, and son, center, welcome a club member. Note wall-displays of golf equipment in the background

inception there has been no let-up in the activities which inevitably draw customers. From the beginning, the store concentrated on the formation of various teams which soon began to appear under the sponsorship of Stubbs Hardware—a fact made known to prospective customers by the Stubbs' trade name emblazoned across the uniforms worn by team members. Stubbs continues to keep his store in the public eye, and today uniforms are furnished to teams which represent the store in basketball and softball leagues.

A member of Savannah's Chamber of Commerce, Stubbs serves as chairman of its recreation committee and as a result of such active participation in organized athletics, sales of athletic goods have been built up to a substantial figure. This department, managed by Ed Palmer, now sells to practically every school in Savannah and supplies the equipment used by various league teams.

No less important, as far as the individual sportsman is concerned, is the matter of service—a specialty of the store. For example, Stubbs carries an extensive stock of tennis equipment. Customers have a wide choice of rackets, balls, shoes, caps, etc. In addition, customers can count on still another service, for Otis Stubbs, Jr., who manages the fishing and gun departments, also strings tennis rackets. This service brings in a respectable revenue itself; but, more important, serves as the "extra" which gives the store an edge on competition.

Guns and fishing tackle are merchandised with equal emphasis on service. Gun customers find complete repair service in the store, one of the factors which bring in the shooting enthusiasts.

Both Otis Stubbs and his son are active in local shooting circles and as a result the store has become a meeting place for members of the local skeet club. Because of this and to encourage this sort of close contact with cus-

Top: Miss Blanche Russell, who plans store's interior and window displays, helps tennis fan select racket. Center: complete factory repair jobs are given in this outboard motor repair shop. Below: Window displays, changed regularly, always coincide with the proper seasons





Miss Lois Ryals, bookkeeper for the store, takes necessary information from customer who wishes to buy outboard motor on the installment plan

tomers, Stubbs reserved a corner in the store for club members and equipped it with a table and chairs for their comfort. Nor are the youngsters overlooked. On the third floor of the building, the store maintains a firing range and on Saturdays during the winter, youngsters in various age groups, under the supervision of G. F. Garis, fire away all day long at official American Rifle Association targets.

One oddity attests to the popularity of the firing range. At the end of the winter's shooting activities, Otis Stubbs, Jr., cleaned out 1200 pounds of lead (ammunition bought from the store) from the base of the firing range backstop. Not one to pass up an opportunity, he promptly had the lead melted down and molded into sinkers which in turn were sold over the fishing tackle counters!

Fishermen also come in for their share of attention. To supplement the wide variety of fishing equipment, the store offers repair service on rods and reels. This work is handled by the store's gunsmith whose talent also enables him to make fine rods to customers' exact specifications.

The store's fishing tackle department is publicized widely on a nightly radio program which tells where and how fish are being caught and gives tide information and weather reports.

As an added attraction for fishermen, the store handles a number of lines of boats which are displayed in front and on the

tops of shelves which line the walls.

Of all his lines and services, Stubbs perhaps is most proud of his outboard motor service station. The store sells a large volume of motors and recognizes service as a necessity in maintaining this volume. A full-time repairman is in charge of this department which stocks an inventory of parts valued at \$8,000.

Customers within a radius of 50 miles depend on the store to keep motors in good condition through the complete factory service jobs offered.

The extension of credit plays an

important role in maintaining large volume sales of motors, and the store has in operation a credit plan which has been satisfactory in the sales of motors and other lines of sporting goods as well. (Credit purchases amounted to 58 percent of the store's total volume during its past fiscal year.)

When credit is requested, a customer is asked to fill out an application form which gives the store necessary information on the prospective buyer.

On credit purchases, a down payment of 20 percent is required, but no iron-clad rule for payment of the balance has been set up. This, according to Miss Lois Ryals, bookkeeper for the firm, is determined by individual circumstances. However, the store does levy an 8 percent carrying charge.

Motors bought on an installment basis likewise require a 20 percent down payment. Generally, the store's policy calls for payment of the balance within 8 months. A carrying charge of 8 percent is made, and, in addition, the customer must carry insurance.

For example, a motor with a cash price of \$173.50 would have an installment price of \$188.40. Under the store's plan this would include a down payment of \$42.00, an insurance charge of \$7.50 and monthly payments of \$18.30.

The store arranges this insurance through a local company and has the necessary forms available (Continued on page 56)

The store's marine hardware department is located in the basement and includes a broad range of boating supplies. Here, a customer buys marine paint. Stubbs' youngest son, Bobby, a boating enthusiast, presently, is building displays in order to feature merchandise in this line on the store's main floor





WINNING NEW BUSINESS

.... in a suburban store



FAST-GROWING volume is the reward for a new neighborhood store that offers customers three much-needed aids to pleasant shopping.

When Wayne Farris opened his Oak Forest Hardware & Variety Store six months ago at 5409 West 12th St., Little Rock, Arkansas, he made sure that he had selected the right location—one that would serve a prosperous part of the city. Then he planned and stocked the store to offer his customers the three aids to pleasant shopping that he had learned in 30 years of merchandising:

1. Easy parking.
2. Complete Service.
3. Displays that offer shopping ideas.

Easy parking came first in his planning. His location, on a busy highway bisecting an established suburban development, presented parking difficulties almost as

serious as a downtown location offered. This he solved by setting his store back from the street, to provide a wide parking space in front, reserved for customers.

This arrangement also gave him an opportunity to landscape the new building with foundation plantings of evergreens and flowers, enclosed in a cement curbing to protect them and conserve moisture.

So attractive is this arrangement that at night, when the store is brightly lighted, even after the closing hour at 7 p.m., the all-glass front turns the interior into a giant showcase that forms an eye-catching picture. No resident in Oak Forest, nor any passing motorist, fails to note the planned allure.

Convenient parking also tempts neighborhood residents, returning from work, to swing into the reserved area for fast, pleasant

shopping in the new store.

The second aid to pleasant shopping that Farris emphasizes—Complete Service—consists of a full stock to meet the average needs of any home. Farris buys to give customers what they want in modern shelf hardware, paints, garden and cleaning supplies.

Believing that the neighborhood hardware store is the logical place for the customer to shop for many items found in the typical variety store, Farris has stocked many dime-store items, such as needles, thread, notions, cosmetics, and school supplies. A rack of greeting cards draws customers every day.

Because the average variety store usually has a department devoted to aluminum, dishes, giftwares, and kitchen gadgets, Farris offers these items in his variety department, displayed in



In the variety end of the store, left, attractive shelving shows every item individually and within easy reach. Items are dusted daily and kept orderly

Neat paint displays, below, give the customer shopping ideas. A rental floor waxer helps sales of cleaning supplies



a way seldom seen in a variety store. There are no counters piled with mixed merchandise carelessly arranged. All counter and shelf displays emphasize the third aid to pleasant shopping—Shopping Ideas.

Housewares, dishes, giftwares, and many smaller items that often are "lost" in a crowded store are shown attractively on shelves, low enough to be within easy reach of any woman shopper.

Seldom does a woman enter the store without going to the variety department. The attractive displays never fail to exert their magnetic power.

Displays Lighted

Practically every item in the store is on display, shown to the best advantage in floods of daylight or fluorescent light. Farris never attempts to skimp on light. In fact, on dark days and when the sun starts to go down, his store is a bright island of light in the business district.

Of the excellent housekeeping that he practices, Farris said: "Women customers who like to look around appreciate cleanliness. It pays to dust the whole store every day and to keep everything bright and immaculate."

He pointed to the display of household cleaners, which he calls one of the fast-selling group of items in the store. He shows these items in a way designed to make them appealing to women who do their own house work. If the floor waxer, which he offers for rent at \$1 a day is not displayed near the

cleaning items, it is shown in the window. And it is seldom rented without the customer purchasing cleaning supplies.

Because Farris designs his displays to give the customer shopping ideas, his paints are shown adjacent to cleaning supplies. In the six months in which he has operated the store, paints have climbed steadily in volume. Although home-owners are his chief customers, he sells much paint for maintenance work.

"There isn't a home in my part of town that can't use a can or two of paint occasionally," he said. "It's up to me to make my customers understand this and want to buy paint when they come into the store. What good display doesn't accomplish, a little extra salesmanship does. The neighborhood store that stocks quality paint and backs it with effective display and a little extra salesmanship can't miss having a growing volume in paints."

Farris opens the store at 7 a.m., two hours before downtown stores

open, and closes at 7 p.m., from one to two hours after other stores close. These hours offer a distinct service to customers, especially women, who often want to start housekeeping or gardening early in the day. They drive over to the store in their house clothes, park out front, and run inside to shop rapidly.

Occasionally a customer does not want to get out of the car. Instead, she sounds her horn to catch the attention of a sales person. Curb service is not encouraged, but it does aid the occasional customer who needs it.

Farris purchases only nationally advertised merchandise for his store and highly recommends it as a stimulus for sales and goodwill. "It pays the neighborhood store to emphasize quality," he pointed out. "I play up brand names. It wins the confidence of my customers and encourages them to swing into the parking space out front, instead of going into crowded downtown areas to shop."

By Robert Latimer

Consistent Profits from

OUTBOARD MOTOR SERVICE SHOP



The repair shop is fully equipped with the tools and parts necessary to give owners complete repair jobs

PROBABLY no service department can show more real profits, both from the standpoint of actual cash income and additional sporting goods sales, than the outboard motor repair department, according to Tom Patterson, manager of Seabrook Hardware Company of Tallahassee, Florida.

Making a success of this type of service, and thereby laying the groundwork for profitable sales of outboard motors, boating supplies, fishing tackle and other sporting goods, is largely a matter of following "Do's and Don'ts" in procedure, Patterson pointed out.

"There is plenty of opportunity for outboard motor service in almost any community near bodies of water large enough for power boating," he indicated. "And if the dealer will avoid a few common pitfalls in setting up and operating the department, he will find increased sales in almost every department of the store."

In its first season with the repair shop as a "lure," Seabrook Hardware Company surprised distributor and the management alike by selling approximately 90 outboard motors in four months and handling more than 110 brought in for repairs. Sporting goods volume, particularly in fishing tackle, jumped by 25 percent during the same season, directly traceable to large unit sales made to boat owners. Finally, so much repair volume was created that for the second year it was necessary to constantly enlarge the motor shop in the rear of the building.

All of these improvements were accomplished, for the most part, through a display of outboard motors on the sidewalk in front of the store and streamer signs in the repair department and in the window advertising, plus a little concentrated "outside selling."

The steps taken to build such a

large sales volume were these:

First, after obtaining a franchise for a well-accepted line of outboard motors, Seabrook Hardware Company employed a full-time repairman during the off-season. He was sent to the manufacturer's plant for factory training on repairs. An intelligent young mechanic, with three month's schooling, thus gave the store the "know how" to meet any sort of repair emergency.

Second, a separate cash register, buying system, bookkeeping system, etc., was set up, to insure closer control of costs and revenue. While ultimate gross volume is included at the end of the year with the store's total sales, the separate set of books insures that close records are kept, and any weaknesses in service thus are eliminated quickly.

Third, a parts department covering not only the franchised line,

(Continued on page 56)

INFORMATION**Huff's****FREE PHONE****BUILDING SUPPLIES**CONCRETE BLOCKS • CEMENT
MORTAR MIX • ROOFING
• PLYWOOD • STEEL •**SPORTING GOODS**FISHING TACKLE • BOATS
MOTORS • GASOLINE • OIL**RENTALS**POWER MOWER • SKIL-SAW
FLOOR SCRUBBERS • SANDERS
• FLOOR POLISHER •**SERVICE**PROPERTY MAINTENANCE
• REPAIR WORK •

ADVERTISING WITH A SALES PUNCH



HUGE roadside signs bring customers to Huff's Hardware, and a personalized information service keeps them coming back.

Huff's Hardware is located on the north end of Sand Key Island in Florida, and has a trading area approximately five miles long and one-half mile wide.

The first roadside sign is placed on Route 19 at Largo, Florida,

about six miles from the store. Thirty feet long and 18 inches wide, it tells how to get to Huff's Hardware Store. The next sign is three miles from the store, where three roads converge at Indian Rocks Beach on Route 19, West. Again, this sign is directional. Three other huge signs near the store complete Fred Huff's idea of advertising. All signs are large,

striking, and pointed, and they advertise his hardware, his boat rentals, and his information bureau.

"Only a few of my customers get the one daily paper that reaches my area, and few of them ever listen to a commercial radio program," said Huff, owner of the store. "That is because most of them are here for a vacation or rest, and the 3,000 or so natives living in my trading area naturally will come to my store anyway, so I don't depend on advertising in the papers or on the radio to bring me business."

Huff keeps a complete registration of all who sign the little blue card he presents as customers enter his store. He has an extraordinary file which lists baby sitters, licensed realtors, restaur-



Top, Fred Huff stands beside one of his largest roadside signs. Left, he shows a glass fishing rod to a customer

rants, laundryettes, fish services, and a complete set of the Fresh Water Fishing Laws. His one employee, Homer Carter, is a fishing expert.

One of Huff's most popular services is the rental of boats. He owns 14 V-bottom plywood boats, which he rents for \$2.00 a day, without motor. An extra charge of \$4.00 is made for outboard motor rentals. This scale runs to \$10.00 a week for boat rental, or \$35.00 a month, all in advance. Sometimes all 14 boats are rented two or three times a day each to fishing parties.

Huff believes that he is the only hardware dealer in his vicinity who lets customers try out fishing tackle before buying it. To rent a rod and reel costs the customer \$1.00 a day, and usually well over a hundred fishermen come into his store daily. This system sells 90 percent of the tackle loaned out on trial.

For the juvenile trade, Huff keeps in stock plenty of toy airplanes and air rifles. Since the water affords children an opportunity to shoot without endangering anyone, most mothers don't object to their youngsters having the guns; and Huff is, therefore, prepared to handle the large volume.

Opening the store one year ago, Huff realized that he must carry numerous side lines. Though he has only 900 square feet of store space, he carries a limited stock of pipe fittings, wrenches, marine hardware, and all types of fishing equipment. Yet customers re-



Above, Huff rents one of his 14 boats to a customer. Motors are extra. Right, a customer is shown items in the store's wide selection of stock.



Below, Huff and his one employee, Homer Carter, look over one of the store's nearby signs. It cost \$40 and has pulled in a considerable amount of traffic with its information angle



member Fred Huff's Hardware Store because of the little friendly services he offers.

Much home building goes on the year-round, and Huff provides home-owners with such equipment as water hose, garden tools, and lawn mowers.

The store's busiest time is between and including December and March, yet a big summer season from June to September keeps him rushed.

Since plans have been completed and work begun on a causeway from Clearwater, Florida, across Boca Ciega Bay to the northern tip of Sand Key Island, a lot of traffic will pass Huffs' Hardware in the future, and the unique roadside signs are expected to bring part of this traffic into the store.



New officers of the Texas Wholesale Hardware Association, left to right, seated: Nat M. Johnson, secretary-treasurer; Gus C. Dittmar, president; David B. Nash, first vice president; E. D. Peden, second vice president. Standing, executive committee members C. Stanley Roberts, H. E. Colemere, chairman, and J. W. Barnes. E. W. Pipkin was not present for picture.

TEXAS WHOLESALE MEET

NEVER again will America have a chance to prepare after war begins, and in war there is no second prize, the hero of Bataan warned in championing a policy of preparedness before the Texas Wholesale Hardware Association and the Texas Hardware Boosters Club in their annual joint meeting in San Antonio, June 16 and 17.

Gen. Jonathan M. Wainwright, a resident of San Antonio, was the principal speaker and attracted a capacity audience for the one general session that brings wholesalers and Boosters together in an atmosphere of business, before each group turns attention to association or club affairs.

After their annual election of officers, however, Boosters devote themselves principally to the functioning of plans for entertainment of their customers. In this election, at the Boosters' fourteenth annual meeting, they followed precedent and advanced Paul H. Speaker, Jr., from first vice president to president. He succeeds Paul H. Bowen, who becomes chairman of the advisory board.

Ed M. Luther was advanced from second to first vice president, and Charles W. McKnight was promoted to second vice presi-

dent from chairman of the executive committee. Nat M. Johnson continues as secretary-treasurer.

C. Earl Stafford was named chairman of the executive committee, and serving with him are Joe M. Jackson, Charles F. Lanter, Karl E. Hormann and the officers. Members of the advisory board, in addition to Bowen, are Warren F. Ward, C. L. Peterson and Past Presidents Dewey Godfrey and C. B. Hasford. Two new members are George Barton of Memphis, Tenn., and O. F. Torbron of Austin.

Wholesaler Officers

Following its traditional pattern, the fifty-fourth annual meeting of the wholesalers was split into two executive sessions, at the second of which they again followed the dictates of custom by re-electing all officers for a second year. These are:

Gus C. Dittmar, president; David B. Nash, first vice president; E. D. Peden, second vice president, and Nat M. Johnson, secretary-treasurer. The executive committee is again headed by H. E. Colemere and includes J. W. Barnes, E. W. Pipkin, C. Stanley Roberts, Jr., and President Dittmar.

A friend of many years' standing, Col. W. F. Siegmund, general sales manager of The Olin Industries, introduced General Wainwright. In an unemotional style of delivery, the general explained that facts and figures quoted were from the U. S. Department of Defense. He commented that "Washington seems to think defense is based on dollars and cents" and that in his early days in Washington the annual defense budget was about 300 millions, "but now they don't talk in anything but billions."

Citing America's position as weak in some respects, compared with that of Russia, Wainwright said peace can only be maintained through preparedness. However, although it would be disastrous to wreck the national economy with excessive defense expenditures, it would be equally disastrous to pinch pennies, he declared. He endorsed universal military training, in spite of disapproval he said he expected from mothers, explaining:

"How can we rapidly expand in time of war without trained men in reserve? And mothers should realize that sons who are trained have a much better chance of survival than those without training. We must have a large, trained re-

serve not on active duty and an air force and navy ready to go into action on a moment's notice."

Before the appearance of Wainwright, President Dittmar, who presided, had introduced Mayor Jack White of San Antonio for an address of welcome on behalf of the Mission City and President Bowen of the Boosters who welcomed wholesalers.

Fred C. Barksdale of Alexandria, La., president of the Southern Wholesale Hardware Association, presented greetings from that group. He echoed the warning of Mayor White that "we have a job to do in politics because you and you and you don't take the time to vote, so we have a semi-socialistic country here today."

New Members

President Dittmar announced that the wholesale association had welcomed three new members. These are the Hall Wholesale Company, Inc., of Dallas, represented by Tom W. Hall, president; the National Hardware and Supply Company of Paris, represented by R. L. Willoughby, president, and the Wichita Hardware Company, Wichita Falls, represented by L. R. Scheurer. In their second executive meeting, the wholesalers also added the Momsen-Dunnegan-Ryan Company of El Paso, represented by A. J. Murray, general manager.

In a newspaper interview before the convention opened, President Dittmar had appraised the hardware business as good in Texas and expressed the belief it would continue in that condition throughout the year. Biggest problems, he added, were advancing prices and scarcities in some lines, especially in the construction field.

Convention Speakers

In their first executive session, the wholesalers heard six addresses, two of them by representatives of Texas retailers. "Future Trends in Hardware Retailing" was the topic of R. E. Lindsey, president of the Texas Hardware and Implement Association, and Ray M. Souder, secretary-manager to that group, discussed "The Retail Hardware Dealer."

Others on this program were: Fred C. Barksdale on "Problems of the Hardware Wholesaler"; R. R. Witt, "Are Future Datings Desirable?"; W. Lee Watson, "Some of the Problems in Operating

Trucks"; G. E. Ploeger, "Advantages and Disadvantages of Operating on a Five-Day Week."

The second executive session was devoted largely to routine business, reports and the election of officers, but included three discussions. These dealt with "The Importance of Booking Future Orders," by J. W. Barnes; "Credit Problems When the Boom is Over," by O. H. Mann, and "Pensions and Pension Plans," by E. D. Peden.

Registration was reported as 571, but more than 600 people attended the first general social function, a cocktail party and buffet supper, with comparable attendance for the second evening cocktail party, banquet and dance, according to Secretary Johnson. Ladies were entertained at luncheons on two occasions by the wholesale association, but mass entertainment features were sponsored by Boosters and arranged by a committee headed by Scott Poage and including John G. Daring and O. F. Torbrun. The annual golf tournament was arranged by a committee consisting of J. Harry Catts, W. W. Moody and S. Barron Seiford.

National Hardware Show To Be Largest on Record

OVER 600 exhibitors (manufacturers of America's best hardware and allied products), over 30,000 buyers, four full floors at the Grand Central Palace, New York City, and innumerable hardware products will be only a part of the National Hardware Show, to be held October 2-6.

In addition to its usual large display of hardware, the 1950 show will have a special Fishing and Hunting Division, which in itself is the largest display of fishing and hunting equipment ever assembled in America. In addition, there will be a special section of sporting goods equipment.

The show will also include a special Farm Implement Section, which was added after a careful survey of the farm dealer and distributor markets, at the request of buyers and state dealer associations.

A special Export Service is now a part of the National Hardware Show. Here, a booth manned by export specialists and interpreters will aid foreign buyers and furnish them with lists of products available for export.



New officers of the Texas Hardware Boosters Club, left to right, seated: Paul H. Bowen, retiring president; Paul H. Speaker, Jr., president, and Ed M. Luther, first vice president. Standing, Charles W. McKnight, second vice president. Nat M. Johnson, secretary-treasurer.



To successfully promote hobby supplies, Frank Bruffey finds it necessary to study, in order to demonstrate, the art of assembling autos, planes, etc.

A CHILDREN'S hobby department may be an unusually profitable operation in a hardware store, provided it offers the "how-to-make" and "how-to-do" information required, once such a center is established and interest is aroused.

For the hardware dealer, it will mean substantial volume both on hobby supplies and on tie-in sales, and substantial profits. Moreover, it is self-promoting, since children tend to imitate each other and want what other children have. Therefore, no promotion budget is required.

This has been the experience of Frank S. Bruffey, owner of the Forest Hardware Company, North Arlington, Virginia.

Six months ago, the many children between eight and 15 years of age in his neighborhood gave him the idea. They kept coming in constantly, asking for flying model kits, glue, paint, airplane parts, etc. Not a day passed that there were not several requests made after school hours. The younger children, after watching the older ones make airplane and auto models, also became interested.

So with interest already assured, Bruffey installed a stock



of \$300 in airplane and auto model kits. Fortunately, he pointed out, one of his salespeople had considerable knowledge and experience in hobby practices and could readily give advice on the size propeller, type and size of motor, fuel, etc. to children who wanted to replace parts or become familiar with model kits.

Bruffey also took time out to study and assemble airplane and auto models, for as the children's interest developed and grew, he found their enthusiasm infected adults with the same constructive urge. Today, he said, 50 percent of the hobby department customers are grown-ups with new-found hobbies.

"With adults," he pointed out, "you have to know how to answer

**For brisk sales,
good profits, try**

HOBBY SUPPLIES

questions, and answer them correctly. You have to be prepared to keep a few steps ahead of them."

Whenever a new model appears (and there are three or four new models introduced by manufacturers every month), he studies the complete assemblage of each model. By doing this, he can gauge the amount of interest the model is likely to arouse and what the sales volume is likely to be. On the basis of this, he invests.

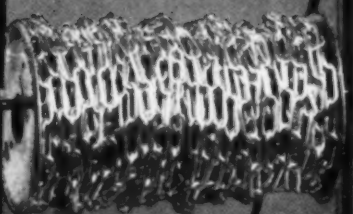
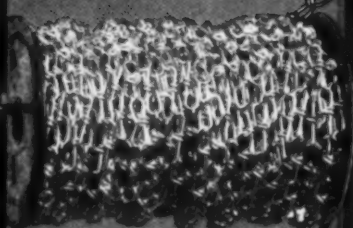
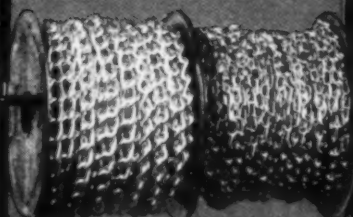
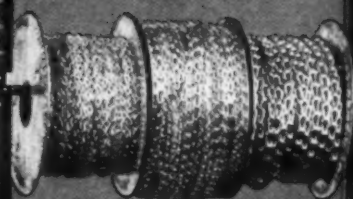
At the present time, he maintains an inventory of \$500 in this department alone. This includes kits that range in price from 50c to \$3 for the solid models, the kits and miniature auto models of wood, plastic and cardboard,

(Continued on page 58)



**AMERICAN
CHAIN**

MADE IN U.S.A. BY
AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE CO. INC.
BRIDGEPORT, CONNECTICUT



...It can't ring your
cash register...

BUT YOU CAN!



You still have to pull the chain off the reel, measure it, wrap it and ring up the money in the cash register.

The "SALES-MAKER" just stands there. But . . .

. . . it does store a lot of chain in a small space. It keeps the chain out where customers can see it and get their hands on it, where it will remind them of a job at home—or at the farm or factory—that calls for a length of chain.

And that's why we call it the "SALES-MAKER."

Next time your AMERICAN CHAIN distributor salesman comes around, ask him for details about the AMERICAN CHAIN SALES-MAKER.

Better still, pick up the phone and call him right now.

SELL AMERICAN

... THE COMPLETE CHAIN LINE

ACCO

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.



**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

In Business for Your Safety

**AMERICAN
CHAIN**



Newly-elected officers of the Hardware Association of the Carolinas are, left to right, seated: Vic Huggins, vice president; J. T. Owen, Jr., president; Mrs. Sally Couch Masten, secretary-treasurer. Standing, A. R. Craig (past president), H. C. Gabriel and Jack Ellenberg, honorary directors; J. M. Rivers, senior director, and T. A. Groce, junior director

CAROLINAS CONVENTION

MORE THAN 400 delegates attending the 45th annual convention of the Hardware Association of the Carolinas, held in Asheville, N. C., June 13-14, heard discussions on salesmanship, the business outlook, financing in today's market, and repeated warnings against socialistic trends in this country.

In his opening presidential address, H. C. Gabriel discussed the responsibilities of citizenship and pointed out the failure of many to exercise their voting right, "wherein," he said, "lies the great danger of setting up a minority government. The Soviet Union today is a communistic society run by a very small majority."

Following Mr. Gabriel's address was a report by Mrs. Sally Couch Masten, secretary-treasurer of the association.

Dr. Jules Backman, associate professor of Economics, New York University, discussed "The Business Outlook" and told dealers there was no sign of an immediate decrease in business. "We are pretty close to the top of the boomlet," he said, and pointed out that the nation's economy should continue at the present level for several months before beginning a slow and moderate decline into early 1951. He said trouble spots in the economic picture are declines in business spending, exports, farm income, and the large increase in installment buying.

With "Salesmanship" as his topic, Harold J. Cummings, president of Minnesota Mutual Life Insurance Co., St. Paul, Minn., pointed out that the United States is producing most of its needs and has to import relatively little. "It has the materials and the know-how," he said. "All that is necessary is good marketing, and good marketing is based on good salesmanship. For this reason, salesmen should keep on the job. Honest, vigorous selling could do more to keep our country on an even keel than anything else. . . . Fear can make the difference between good times and bad," he warned.

"Two for the Money," a sound color film produced by Remington Arms Co. and Peters Cartridge Division, was shown, featuring new and more effective selling methods for hardware retailers.

Abel Warren, president of Abel Warren & Co., Garland, N. C., discussed "Financing in a Changing World." A prominent citizen of his community, with years of experience in dealing with small-town financial practices and problems, Mr. Warren pointed out specific instances when he had extended credit to members of his community. "Success in business," he said, "is based on good salesmanship and good financing."

On the second day of the convention, Marlin H. Bruner, manager of the Southern District of E. I. Du Pont de Nemours & Co., Clemson,

S. C., spoke on "Progress in Better Living," which was well illustrated with samples of products manufactured by DuPont in recent years, to show the progress made in the living standards of Americans.

Following Mr. Bruner's address, W. J. Sheely, merchandising and management service manager, National Retail Hardware Association, Indianapolis, Ind., discussed "Your Store—Your Business." Mr. Sheely outlined progress and plans of promoting Independent Retail Hardware Association advertising and urged dealers to make the most of their opportunities through the IRHA.

In the last business session of the meeting, delegates heard George H. Wright, Asheville attorney-at-law, speak on the subject "If I Should Die Tonight." Briefly, he discussed the good and bad points of life insurance and urged dealers to prepare a reliable will.

"The Small Independent Store's responsibilities Today" was the topic of an address by J. Hudson Huffard, vice president of The Chicago House Furnishings Co., Bluefield, Va. He urged dealers to cooperate with their state association and to see that manufacturers assume the same responsibilities to their customers as the retailer assumes to his, if manufacturers are to set prices.

Highlighting the program was an address by Arthur C. Horrocks, public relations counsel, The Goodyear Tire & Rubber Co., Akron, Ohio, who discussed "How Are Your Relations?"

Out of seven emotions, Mr. Horrocks said, there are only two which lead to progress and constructiveness. "These two—elation (which makes men proud) and affection—draw men to you," he said. The five emotions to be avoided were named as fear, anger, disgust, defection and wonder.

Mr. Gabriel and Mrs. Masten were recognized by delegates for having guided the association through its most successful and progressive year.

Entertainment consisted of a reception and dance and a banquet and floor show.

Officers elected to serve for the coming year are: J. T. Owen, Jr., Elloree, S. C., president; Vic Huggins, Chapel Hill, N. C., vice president; J. M. Rivers, Hampton, S. C., senior director, and T. A. Groce, Asheville, N. C., junior director. Mrs. Sally Couch Masten was re-elected secretary-treasurer.



Consistently Uniform

- Sharp, Tough Corners
- Straight, True Sides
- Clean, Strong Threads

REPUBLIC UPSON

* Semi-finished and Cold Punched Nuts!

— from the more than 20,000 members of the REPUBLIC UPSON Quality Line.



REPUBLIC STEEL CORPORATION

Bolt & Nut Division

CLEVELAND, OHIO • GADSDEN, ALABAMA
Export Department: Chrysler Building, New York 17, N.Y.



Republic UPSON

BOLTS AND NUTS

96 YEARS FASHIONING THE FASTENING HABITS OF INDUSTRY

Capitalize on these
Advantages of

STURDY

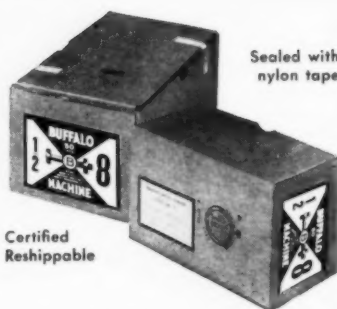
HANDY-PACK BOLT CARTONS



● Handy-Packs contain the same small lot quantities of bolts that have been standard for years. Cut thread carriage and machine bolts have nuts attached as always.

STURDY HANDY-PACK CARTONS

are constructed of corrugated board with a certified bursting strength of from 125 to 200 lbs. per sq. in. depending on bolt size. The cartons are packed in wooden boxes...can be ordered in carload or less-than-carload lots. Every carton is sealed with nylon tape...is certified reshippable. Tying and wrapping are not required when you reship. Sturdy Handy-Packs are superior in every way to ordinary 'paper' cartons. Warehousemen, jobber salesmen and sales clerks who have tried them don't want anything else. Order your bolts from Buffalo and enjoy the many advantages of Handy-Pack.

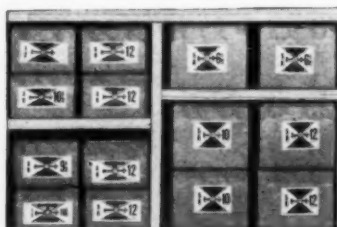


Certified
Reshippable

Sealed with
nylon tape

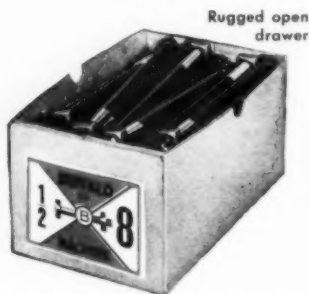
IN DISTRIBUTOR WAREHOUSES

Handy-Packs are sturdy...can be moved, handled or even dropped without breaking. They can be stacked neatly and easily without crushing or toppling. They save time...eliminate costly spillage, mixing and sorting.



IN JOBBER SALES

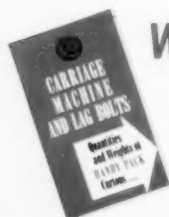
Sturdy Handy-Pack bolt cartons have sales features never before available. Jobber salesmen respond by pushing the line...because they have something 'extra' to sell. Sales go 'way up.



Rugged open
drawer

IN RETAIL OUTLETS

Handy-Pack covers are marvelous open drawers for bolt cabinets. They save time...eliminate opening cartons everytime you make a sale. The Handy-Pack covers are sturdy...won't bulge, tear or crumble.



WRITE for this free circular on quantities and weights of Handy-Pack Cartons.

BUFFALO BOLT COMPANY

North Tonawanda, N. Y.

Sales Offices in Principal Cities. Export Sales Office:
Buffalo International Corp., 50 Church Street, New York City

PRODUCERS OF CIRCLE ® PRODUCTS — BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS

Planned Public Relations

(Continued from page 34)

unusual exhibits that carried out the Anniversary theme, "Remember When."

Old pictures of Ruston, some dating back 60 years, were mounted on large plaques and displayed where they could be enjoyed by older customers. In the sporting goods section was a pictorial display showing types of sporting goods and equipment in vogue a generation ago. One of Babe Ruth's bats was on display, where it could be handled by many who had seen him play.

Displays that created much interest included one of rare solid silver and Sheffield plate imported from England, and a selection of made-to-order china. The latter included pieces now in use in the palace of the king of Saudi Arabia and in the White House.

These two displays emphasized the store's extraordinary special-order service, made possible through a large assortment of catalogs, distributed in every department. Emphasis on special ordering from catalogs is bringing many people into the store who otherwise might go to a larger city to do their shopping.

Having its own advertising department, the store is generous with attractively lettered signs. Hand-lettered signs dramatize prices, especially during a promotion.

Advertising Manager Edmunds said, "Good signs, which price-mark key displays, have a part in our public relations plans. We try to make our customers feel that we buy carefully for their benefit and pass the savings on."

Much of the store's advertising is of the institutional variety, in which quality is emphasized and an appeal made to the customer's taste and good judgment.

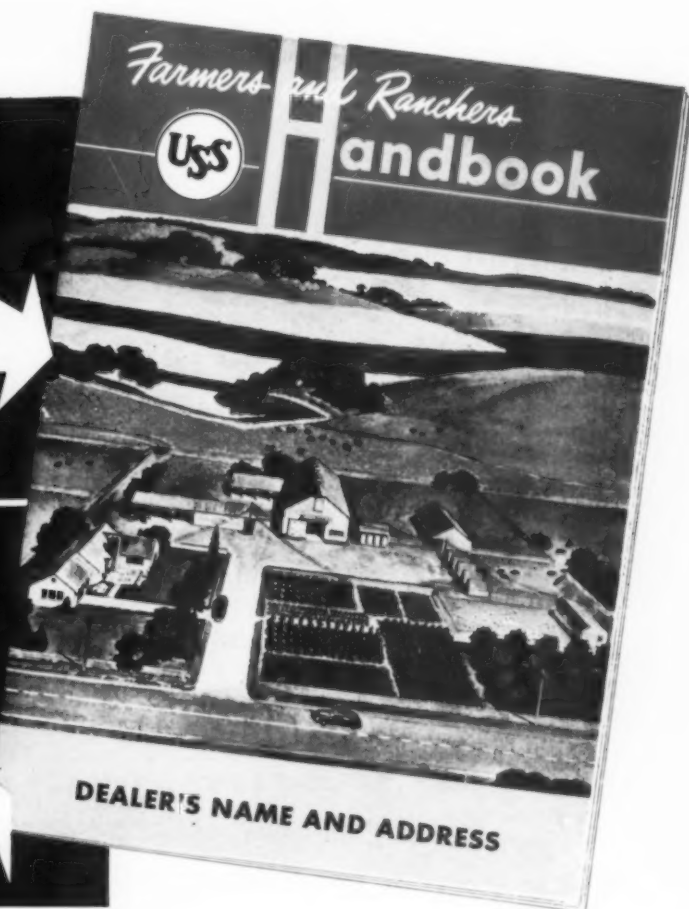
The public relations program calls for the participation of key personnel in civic and school activities. The store, at intervals, sponsors essay contests for students. Part of the advertising budget is devoted to advertising in school publications, and when a school group applies for aid, financial or otherwise, in any of its projects, the management gives sympathetic attention.

For years the store has been known as "The Hardware," although the origin of the nickname has been lost. The advertising de-

To THE U·S·S DEALER

Here's a
FREE GIFT
for your
customers

and a good
advertisement
for you



IT COSTS YOU NOTHING to get a supply of the new *Farmers and Ranchers Handbook* imprinted with your name and address to give to your customers.

The *Farmers and Ranchers Handbook* is a gift they'll appreciate. This 64-page book is completely new in make-up and material. It is crammed with valuable farm information that will help your customers. They will want to keep it close at hand so that they can refer to it from time to time.

Besides the interesting agricultural data, the *Farmers and Ranchers Handbook* contains a catalog of U·S·S Steel Fence and Roofing Products that are made by the Tennessee Coal, Iron and Railroad Company... products that your customers can buy in your store or order through you.

Order your supply of these attractive handbooks at once. They will

help to make your store "headquarters" for farm service. Your books will be sent to you free of charge.

Send your request on your business letterhead to the Advertising Department, Tennessee Coal, Iron and Railroad Company, Birmingham, Alabama, and include the name and address to be imprinted on the front cover.

TENNESSEE COAL, IRON & RAILROAD COMPANY

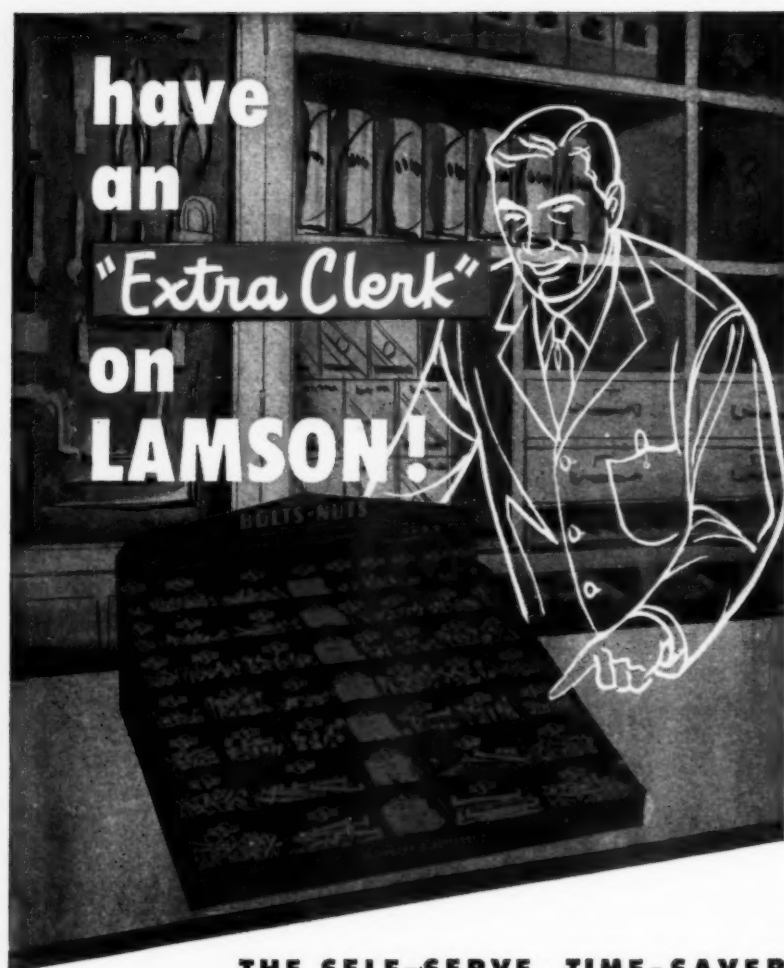
GENERAL OFFICES: BIRMINGHAM, ALABAMA

DISTRICT OFFICES: BIRMINGHAM · CHARLOTTE · HOUSTON · JACKSONVILLE · MEMPHIS · NEW ORLEANS · TULSA



**AMERICAN FENCE
TENNESEAL V-Drain ROOFING**

UNITED STATES STEEL



THE SELF-SERVE, TIME-SAVER *Speed Merchant*

● It's a fact . . . the famous Lamson Speed Merchant on your counter is just like having an extra clerk in your store.

While you're busy with other things, this handy "counter salesman" sells for you . . . lets your customers choose the "fixit" fasteners they need without taking up your time. All you do is collect the money—including a tidy profit.

Ask your jobber to include a Lamson Self-Service Speed Merchant with your next order—and start cashing in on that "extra clerk."

The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th St., Cleveland 2, Ohio
Plants at Cleveland and Kent, Ohio • Birmingham • Chicago

LAMSON & SESSIONS



partment still fosters it, and The Hardware is used, in script lettering, above the store's trade-name—The Ruston Hardware & Furniture Co. And The Hardware is the name by which customers call this modern store, described by supply men as one of the most unusual in the Southwest.

Tool Rentals

(Continued from page 35)

reflects the average attitude of the customer toward tools which are not his own.

This phase of the rental operation is considered as a part of the business by the Sharp brothers, and they seldom call on the rental customer to make good any damage. Most customers would probably deny liability anyway, they remarked, and claim the machine was damaged when rented.

Except for damage to the heavy-duty floor sanders, on which repairs are expensive, upkeep on the rental tools is small in comparison with the amount of revenue brought in by their rental.

Accurate records are kept of the amount of revenue each tool produces. When the rental received exceeds the cost of the tool plus the store overhead, the rental fees then become almost clear profit. After a few rentals at this stage, the tool is offered for sale at a reduced price, and a new one is placed in service to take its place. This procedure keeps good tools available for the rental business and eliminates the unfavorable reaction from renting tools that are worn and inefficient.

In a large city there is always the danger of losing tools by the rental method because of some unscrupulous customers who sell them for ready cash. The Sharp brothers report that they have not been troubled with stealing and so far have lost no tools in that manner.

They credit this to a simple system of evaluating the request of each stranger who asks to rent tools. If the stranger has unsatisfactory answers to where he lives in the neighborhood and what he does, he is merely told that the tools he wants are out at the moment and that if he will leave his telephone number they will call him, or, in some cases, they will offer to deliver the tools to

DEALER FINDS HANDLING TILEBOARD HIGHLY PROFITABLE

Siperstein's of Jersey City, N. J. reports over \$20,000 in Roxdale Tileboard sales in 18 months



Siperstein's management and sales force. Left to right: Morris and Oscar Siperstein, Mr. Nathan Siperstein, owner and founder, Herb Siperstein, Chet R. Wejdzik

Over the Counter Sales

Siperstein's sells Roxbord on a strictly over-the-counter basis. Individual sales average \$55-\$60 though one sale of 44 sheets totaling approximately \$310.00 was made. The vast majority of purchases are made by homeowners who do their own installation. However, contractor trade has proven to be an excellent source of repeat business.

Merchandising

Permanent window and floor display has been effective as traffic builders. Some newspaper and car card advertising has been done. However, Mr. Oscar Siperstein reports that word of mouth recommendations by satisfied customers has proven to be the best Roxbord salesman Siperstein's has.

One of Many

The sales volume Siperstein's has achieved in the merchandising of Roxdale products is typical of the volume of hundreds of paint and hardware stores who have taken

on the Roxdale line in the past two years. Dealers who never handled tileboard prior to being introduced to Roxbord are averaging anywhere from \$350 to \$1800 in added monthly volume.

Specially Prepared Promotion

The reason for this sensational sales development is basically this. Roxdale has designed a product and devised a promotion that has, as its specific purpose, selling tileboard on an over-the-counter basis. Window displays, window streamers, counter displays, colorful brochures, installation instruction, mat service, samples all serve to bring in customers and do an initial selling job.

Product Appeal

Redecoration-minded Mrs. Housewife, who does her shopping in her neighborhood store, is quickly attracted by the beauty, durability, economy and ease of installation of Roxbord. The easy-to-handle, easy-to-apply sheets; the high gloss finish that lasts a lifetime, never requires repainting, wipes spotlessly clean with a

damp cloth; the written Roxdale Guarantee that specifically states that Roxbord will not chip, crack or peel—plus the fact that it is so economical—all serve to make Roxbord one of the favorite wallcoverings of every homeowner.

\$50 Sales—\$20 Profits

Roxbord over-the-counter sales have consistently averaged \$50 bringing the dealer \$20 in profits. Certainly, a product that produces volume sales of this type warrants your attention. Send in the coupon below and get samples and complete facts about how you can add \$350 to \$1800 in monthly volume to your sales. Roxdale Building Products Corporation, 2916 White Plains Road, New York 67, N. Y.

MAIL THIS COUPON TODAY

Roxdale Building Products Corporation
2916 White Plains Road, New York 67, N. Y.

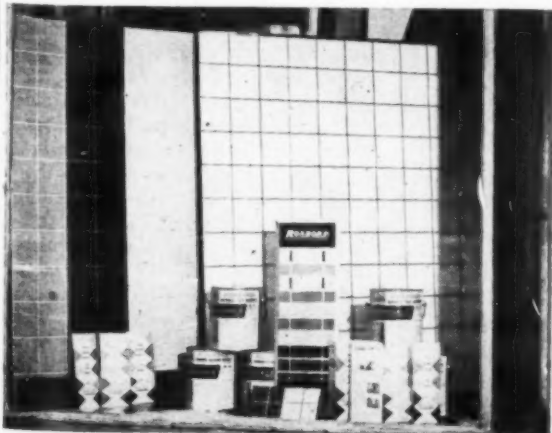
Without obligation, send facts on handling Roxbord.

NAME _____

STREET _____

CITY _____ STATE _____

ATTEN. _____ 11-8

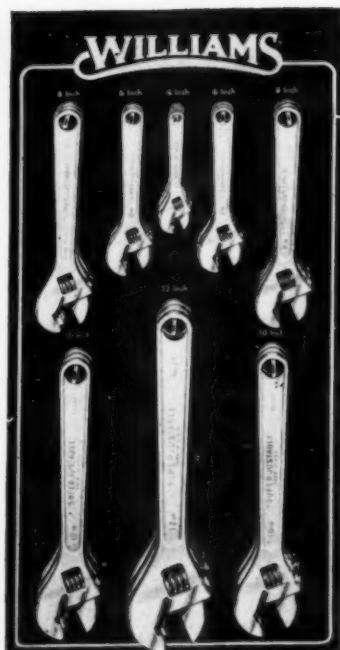


Permanent Roxbord Window Display draws customers into the store.



Interior display of Roxbord features its Guarantee—produces numerous inquiries and sales.

WILLIAMS WRENCH DISPLAYS



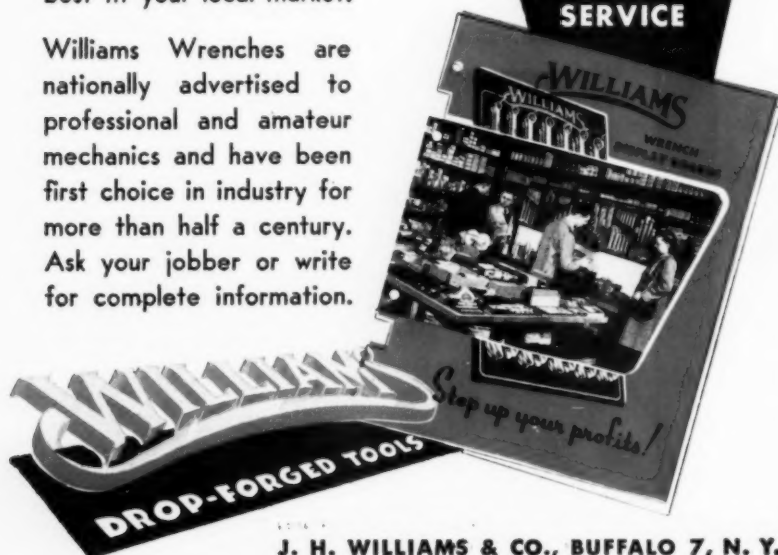
SELL MORE TOOLS!

Williams Wrench Boards offer you 11 "trade-tailored" selections to choose from. You can pick the tool combinations that best fit your local market.

Williams Wrenches are nationally advertised to professional and amateur mechanics and have been first choice in industry for more than half a century. Ask your jobber or write for complete information.

11 DISPLAY BOARDS

OFFER
COMPLETE
WRENCH
SERVICE



J. H. WILLIAMS & CO., BUFFALO 7, N. Y.

his home when they are returned. Naturally, this eliminates the customer who has no telephone number or residential address in the neighborhood.

Each rental customer must give his name, address, telephone number, auto license number and, if a stranger, identification, such as his driver's license, to establish the fact that he lives where he claims.

Many of the rental customers are steady customers of the store. Most of them are home-owners who are spending their spare time in improving their property.

The rental of tools is economically desirable, because the home-owner can get time-saving equipment for a fraction of its cost for all the time needed to do the job at hand. Compared to paying to have the work done, he usually saves up to 75 percent.

Few customers complain when they return tools late and find they owe additional rental. When the ticket is first made out, the customer is asked how long he expects to use the equipment and to pay in advance the rental for the period stated. At that time he is told that any additional time will be charged for. This procedure also tends to encourage the return of equipment, since a few days' extra will run to a considerable cost.

The rental volume usually begins on Friday, increases on Saturday, and continues through Monday.

Almost as important as the rental revenue is the merchandise sold to rental customers for use with the tools. For instance, the customer who rents an electric drill usually buys bolts and other hardware. Those who rent an electric sander usually buy paint. Renting pipe threading equipment helps sell pipe, fittings and plumbing supplies. The store also cuts and threads pipe in the shop. Those who rent lawn rollers usually buy grass seed and other lawn supplies. Floor sander rentals account for sales of large quantities of sand paper, floor varnish, shellac, filler and other associated merchandise.

Quite often a customer will consult with the Sharp brothers before he starts a job. He might want to tackle the installation of an extra bathroom. For such a project, the rental department is able to furnish all the tools needed, and, at the same time, ad-

Outstanding
NEW VALUE!

**Unbreakable head and handle
of glossy red "TENITE"
top the list of features that make
this No. 1950 Ratchet Brace
a new sales leader for you!**

**No. 1950
\$4.50*
10-INCH
SWEEP**



Stock it today! Heavy Saturday Evening Post, Popular Mechanics
and Popular Science advertising scheduled for early issues



MILLERS FALLS COMPANY • GREENFIELD, MASS.

*Price slightly higher in the West

The eye appeal of glossy Millers Falls red makes it stand out in any display. Tough "Tenite" head and handle guaranteed unbreakable in use. Forged jaws and rugged steel ratchet mechanism. Steel clad, ball bearing head. Bright nickel finish. Best of all—it's Millers Falls quality throughout and priced to sell in the big volume class at only \$4.50.* Millions of consumers will soon hear about the new No. 1950 through ads in leading national magazines. Be ready for them. Place your initial order with your jobber today. It's another great new Millers Falls sales star for your tool department.

SOUTHERN HARDWARE for AUGUST, 1950

55

NEW

SALES-MAKERS FOR YOU



NOW ELECTRIC DRILL BITS BY GREENLEE TO MEET A BIG NEED... BUILD EXTRA SALES FOR YOU

Again GREENLEE leads out with the newest in tools to match the tempo of today's more efficient building methods. These new

GREENLEE Electric Drill Bits meet a great need of carpenters and other woodworkers using 1/4-inch electric drills for boring 1/2-inch or smaller holes in soft or hard wood. They fit electric drills perfectly,

stand up under long hard work, do the job quickly and smoothly... replace old makeshift methods, provide the "right tool for the job." Solid-center twist; single-cutter, extension-lip type head with outlining spur; no pressure required.

Destined, we believe, to become "standard equipment" for skilled craftsmen everywhere. Available in sets of five, packaged as above, or in individual sizes. Ask your jobber or write Greenlee Tool Co. for details and prices.



STOCKED BY LEADING WHOLESALERS

The Greenlee Line also includes: Auger Bits • Expansive Bits • Bit Extensions • Chisels and Gouges • Turning Tools • Draw Knives • Automatic Push Drills • Spiral Screw Drivers and many other high-quality tools. Greenlee Tool Co., 1828 Herbert Avenue, Rockford, Illinois.



vise him on any phase of the work. Such a sale can easily amount to more than \$100.

With 25 to 30 rental tools out each Saturday, the store has 25 to 30 customers engaged in a project of some kind which will require the merchandise it has to offer. These customers are decidedly worth cultivating.

Sporting Goods Promotion

(Continued from page 38)

for the customer to apply for this protection.

In addition to its other promotional ventures, Stubbs hardware places much emphasis upon the importance of window displays. Two large display windows are available at the front of the store. To attract even greater attention, the store makes effective use of a display window in a local hotel.

Window displays are arranged by Miss Blanche Russell who first makes sketches of the proposed window, then has the merchandise placed according to the diagram. Windows always show a variety of merchandise and are changed about every two weeks. Miss Russell stresses the importance of having displays conform correctly to the various sporting seasons.

Outboard Motor Service

(Continued from page 41)

but all nationally-known outboard motors, was installed in the store. Some eleven makes are represented, with so complete a stock that there is never a reason to disappoint any motor owner who is anxious to get his unit back into service.

"Nothing is more important than the satisfaction which a complete parts inventory guarantees," Patterson said. "We've rapidly built up a reputation for being able to handle any sort of repair job on the strength of this stock, and we can depend on the goodwill of pleased customers to send others to us."

Fourth, Seabrook Hardware Company refuses to offer a "flat price overhaul," though it is featured by other repair organizations in Florida. Pointing out that outboard motors in the Florida state capitol are used in both fresh and salt water, with a large variation in the amount of corrosion and other damage involved, the Tallahassee firm bases all re-

CUT YOURSELF IN
on this

*Profitable
Business*



You're missing a bet if you are selling glass only for glazing windows. You can pick up some nice business, at a good profit, by selling glass tops for furniture. Women like them, but often don't know where to buy them.

You can get this kind of business with little or no investment. Get this free L-O-F counter card and you're ready to start.

You can simply take orders and let your L-O-F distributor cut the tops for you, to the

measurements or a paper pattern furnished by the customer. Or, if you have edging equipment and prefer to cut the glass yourself, all you need is an adequate stock of the easier-cutting, easier-selling L-O-F Glass—the kind with the famous, nationally-advertised L-O-F label.

Just fill in the handy coupon and mail it to your nearest L-O-F distributor. No obligation, of course. Libbey-Owens-Ford Glass Company, 1885 Nicholas Building, Toledo 3, Ohio.



LIBBEY • OWENS • FORD

a Great Name in **GLASS**



Free!

Send for this
Profit-Building
Counter Card
today.

IMPORTANT: Mail this coupon to your L-O-F Glass distributor.

Please send me the L-O-F Counter Card
advertising furniture tops.

☐ Please have salesman call

COMPANY NAME _____
(Please Print)

STREET ADDRESS _____

CITY _____ POSTAL ZONE _____ STATE _____

REQUESTED BY _____

For Fall and Christmas Selling **KLEENCUT** PRECISION PINKING SHEARS



ONLY
\$295
RETAIL

Order No. 180
for big last-quarter
business

- Automatic Stop keeps teeth always in perfect mesh.
- Cutting blades scientifically synchronized and adjusted to give lasting satisfaction. Will pink both light and heavy material. Special Adjustable Tension Device.
- Solid one-piece construction. Black enamel Handles, Nickel-plated Blades. Length 7 in., weight 5 oz.

**KLEENCUT Offers Maximum Dealer
Profits — See Your Jobber**
The ACME SHEAR CO.
Bridgeport 1, Connecticut

World's Largest Manufacturer of Scissors and Shears
Visit us at National Hardware Show
Booths 72 and 73
Grand Central Palace, New York
October 2 to 6

per day passing through the repair shop, there are more than 350 opportunities per year to sell accessories. Likewise, where service work reveals that an outboard motor is in bad condition and scarcely worth repairing, Seabrook Hardware Company has an excellent opportunity to sell a new replacement motor.

"A lot of our new motor sales volume has stemmed directly from the repair shop," Patterson pointed out. "With skillful sales training behind him, the repairman frequently can make a sale where the customer pays little attention to new motor displays at the front of the store."

The Payoff

Lastly, the store has learned that "it pays to go out after the outboard motor prospect." The firm regularly receives a notice from the factory of local residents who have sent in queries about a particular motor, or written in response to magazine or newspaper advertising. Such tips are followed up immediately by the manager of the sporting goods department, who puts three or four samples of his sales items in a Seabrook delivery truck, or his own sedan, pairs on time and materials charges, whether it is a simple adjustment or complete tear-down and overhaul of the engine. Thus, there is no expensive loss or delay when a motor proves to be badly damaged.

"Naturally, this results in higher costs to the motor owner," Patterson said, "but a brief explanation, pointing out our position, invariably retains the goodwill of the customer. When we indicate that flat price overhauls frequently result in skimpy repairs and poor service, the customer can appreciate our stand."

Fifth, the motor repair department utilizes a lot of merchandising skill in selling outboard motor accessories. For instance, a safety chain, used to retain the motor in the event it slips overboard, is suggested to every repair customer, with the result that 90 percent of such customers purchase the chain. This leads to the promotion of such accessories as spare gasoline tanks, floats, oil and oil cans, new plugs, replacement parts, etc., while the customer is still in a receptive mood.

With an average of one motor

and locates the prospect, if possible, within a few hours after receiving the lead. On-the-spot demonstrations for prospects who have signified an interest in the make of motor handled by Seabrook has been responsible for a large percentage of the store's sales.

For example, during January or February of 1950—normally a slack period—Seabrook Hardware sold no less than 19 better-priced motors via the follow-up route!

Hobby Supplies

(Continued from page 46)

copper craft kits and model railroad sets that range in price from \$1.50 to approximately \$50. In addition, all accessories are carried for replacements: different size propellers, motors, wheels, balsa wood, paper, glue, etc.

"Being strictly a neighborhood store with personal feeling between customer and salesperson, we have always believed in carrying a large toy stock of around \$2,000," added Bruffey. "Mothers make it a habit to drop by and pick up some toy for the children. If I do not have what they want, they will go elsewhere. I have found that when they can rely on getting what they want in toys at my store, they will drop in habitually, browse around, and inevitably pick up something from the 'under-\$1 toy counter'—as well as a pot, pan, brush or pot-holder."

The same habit prevails with hobbyists. Dropping in for airplane parts, a child may pick up a water pistol or some other small item in the store. If one child has a water pistol, they all have to have water pistols. The adult hobbyist may look through the hardware department and pick up screws, paint or brushes.

So far, the hobby department has given impetus to the formation of three different clubs among the children in making airplane models. In addition, neighborhood scout troupes are directed to the Forest Hardware Company for their airplane and auto model supplies. Since this means between 300 and 400 children, Bruffey allows a 10 percent discount on hobby materials that are bought through the scout leaders.

At the present time, he is selling two or three kits daily.

SHOT GUNS



Sutcliffe has 'em—and how!

Here they are—the outstanding leaders in the realm of shot guns—the models your customers want and will demand—the very models every alert dealer will have in stock—and Sutcliffe's will ship the same day your order is received. Maximum dealer discounts apply.

Sutcliffe has a complete stock of all available Shot Guns and Rifles.

Hunting Clothes, Ammunition and Accessories in stock for immediate delivery.

Write for YOUR copy of Sutcliffe's 1950 Hunting Catalog. It is ready now.



Remington Pump Gun.
New Model 870 — Re-
peater; 12, 16 & 20 ga.;
\$49.95



Winchester Model 12;
12, 16 & 20 ga. Re-
peater; \$84.95



Savage Lightweight
Automatic; 12 & 16 ga.
Streamline model;
\$99.75



Stevens Pump Gun; solid
frame, 12 ga. only;
\$53.90



Winchester Model 25;
solid frame Pump Gun;
12 ga. only; \$72.85



Mossberg 20 ga. Re-
peater with 3 detach-
able chokes; \$22.95



Ithaca Lightweight Re-
peater; Pump Gun; 12,
16 & 20 ga.; \$79.83



Stevens Model 311,
Double Gun; 12, 16, 20
& 410 ga.; \$54.45



New Fox Double Gun;
12, 16, 20 & 410 ga.;
\$66.75



L. C. Smith Double Gun;
field grade; 12, 16 & 20
ga.; \$98.95

55 YEARS OF FAITHFUL SERVICE
TO SPORTING GOODS DEALERS

The SUTCLIFFE
COMPANY, Incorporated
LOUISVILLE 1, KENTUCKY

BUSINESS TRENDS *and* PRICE CHANGES

Korean Situation Spurs Heavy Rush of Buying

AS WAR flared in Korea, both consumers and dealers reacted swiftly. In one southern area, retailers reported a marked rise in business due in part to the brisk demand for appliances, television sets and guns and ammunition. With an eye on possible later shortages, consumers also were laying in small supplies of nails and galvanized wares for use about the home.

Meanwhile, wholesalers in the area noted a sharp rise in business as dealers sought to build up inventories. Heavy dealer orders were reported for appliances, nails, barbed wire, screen cloth, fencing and other metal products, with the heaviest demand being registered for ammunition. As the result of some instances of "grabbing" some wholesalers were trimming orders to spread supplies.

Prior to the Korean situation, dealer inventories had been low, the problem now being to build up inventories and to get critical materials back on the shelves. But while pipe lines were well-filled as the result of months of peak production, business might soon feel a pinch. Production already is at near capacity (though expansion of plants continues following a brief 1949 decline) with limited room for the immediate expansion that would be necessary to cope with the flood of war orders that seem likely to come at any time. Should this happen, there would be no alternative but to cut back, to some extent, production of consumer durable goods which would mean the allocation of some merchandise to wholesalers and, in turn, to the dealer.

Meanwhile, business was good in almost all lines. For many weeks steel production has been at capacity as manufacturers sought to keep the pipelines filled with automobiles, appliances and other

durable products. For example, automobile manufacturers and builders set production records during the summer months, and the public has kept buying at a high level.

In May, installment credit granted by merchants totaled nearly a billion dollars. Contributing also was a rise in non-farm employment to more than 61 million.

Accompanying the boom, commodity prices rose to their highest point in more than a year. Wholesale prices in July climbed to their highest point since March 1949. Most economists agreed that inflationary pressures are greater now than at any time since 1948.

Parity Index Shows New Increase . . .

FARMERS have seen the cost of living edge up while prices received remained steady. In June the Bureau of Agricultural Economics announced that the parity index continued to rise for the fourth consecutive month. As of

June 15, the index was 255 percent of 1910-14 average, up one point from a month ago.

Higher rural living costs, mainly as a result of upturns in food prices were responsible for the increase, it was announced. Building material prices also rose as did prices for petroleum products. Prices of production goods averaged the same as in mid-May.

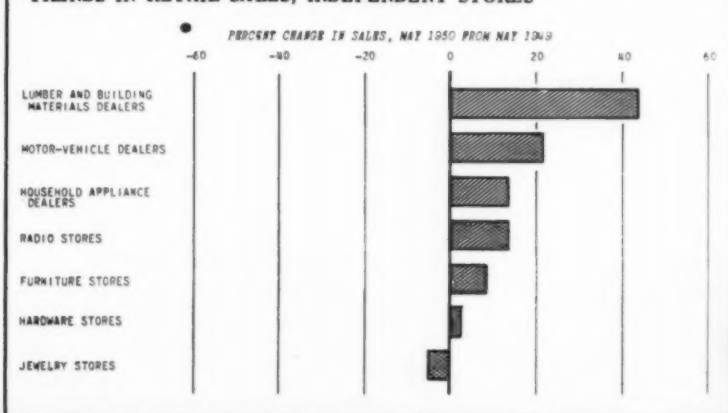
Nation's Retailers Report Increased Sales . . .

EVEN WITHOUT the war scare, the public has been stocking up. As a result, sales by independent retailers during May climbed 8 percent over the corresponding month of 1949, and showed a 5 percent increase for the first five months of the year over 1949's first five months.

Rising employment and an easy credit situation has done much to stimulate sales. And the continuing boom in the construction industry tends to keep a solid base under retail sales of durables.

In comparison with the increase of 8 percent in sales for all the nation's independent retailers, hardware stores showed an increase of 3 percent for the month of May.

TRENDS IN RETAIL SALES, INDEPENDENT STORES



From Department of Commerce, "Monthly Report"



"There's no more powerful ammunition in the world than Peters 'High Velocity.'"

FOR POWER- RECOMMEND PETERS "HIGH VELOCITY"

STOCK THE ENTIRE PETERS "HIGH VELOCITY" LINE



Power-packed Peters "High Velocity" shotgun shells bring down high, fast-flying game. "Rustless" non-corrosive priming • speed-intensity ignition • "Water-Tite" bodies • progressive-burning smokeless powder • uniform shot size and shot count.



Hard-hitting Peters "High Velocity" 22's are *tops* for small game and pests. "Micro-Perfect" bullets • speed-intensity ignition • newest smokeless powder • special lubrication to protect rifling • "flat" trajectory • "Rustless" non-corrosive priming.



THERE'S no question about it—the one big thing every shooter wants is *power*. That's the big reason why you should tell customers, "There's no more powerful ammunition in the world than Peters 'High Velocity.'" And that's true whether he's getting set for a big-game hunt or wants to knock over a few pests around his farm. Peters packs the power!

PETERS ^{sales} packs the power



PETERS CARTRIDGE DIVISION—Remington Arms Company, Inc., Bridgeport 2, Connecticut
"High Velocity" and "Rustless" are Reg. U. S. Pat. Off.

SOUTHERN HARDWARE for AUGUST, 1950

HARDWARE *Industry* NEWS

Joseph A. Klein, Jr. Dies Suddenly . . .

Joseph A. Klein, Jr., president of Mathias Klein & Sons, Chicago, died suddenly at his home in Wilmette, Illinois, June 14, 1950.

Mr. Klein was a grandson of the founder of the company, Mathias Klein, who started a forge shop in Chicago in 1855. In this shop Mathias Klein began to manufacture tools for the electrical industry, and from this start the company developed into a prominent producer of tools and equipment for linemen and electricians.



J. A. Klein, Jr.

On the death of Mathias Klein, his son, Joseph A. Klein, became president, and Joseph A. Klein, Jr., grandson of the founder, succeeded to the presidency on the death of his father in 1936.

Mathias A. Klein, brother of Joseph A. Klein, Jr., and also a grandson of the founder, will be the new president of the company.

Mr. Klein is survived by his wife and ten children.

Cleveland Elects Gemmell Executive Vice President

The Cleveland Chain & Mfg. Co., Cleveland, Ohio, has elected David J. Gemmell as executive vice president, according to a recent announcement by Raymond L. Round, president and chairman of the board.

Mr. Gemmell, widely known in the chain industry, has been associated



D. J. Gemmell

with Cleveland Chain since 1929, when he joined the company as western sales manager, with headquarters in Chicago. In 1935 he was named general sales manager and was elected vice president in charge of sales in 1942.

Recently, Mr. Gemmell was named chairman of the executive committee of The Round Chain Mfg. Co., Chicago, affiliated with Cleveland Chain. In his new post he will continue to direct Cleveland Chain's national sales program and will assume new duties in conjunction with over-all company policy.

Nichols Appoints Manix General Sales Manager .

The Nichols Wire & Aluminum Co., 1725 Rockingham Road, Davenport, Iowa, announces the appointment of E. C. Manix as general sales manager.



E. C. Manix

Mr. Manix has been associated with the company since early in 1947, in the position of sales manager, Eastern Division, with offices at South Deerfield, Mass.

Before his association with the Nichols firm, Mr. Manix operated the Arms Manufacturing Co., a leather goods concern, and the Armsworth Sales Co.

J. B. Kauffman to Manage Slaymaker Hardware Sale

Slaymaker Lock Co., Lancaster, Penn., has appointed James B. Kauffman, a member of the sales force of



J. B. Kauffman

the company since 1946, as manager of the company's hardware sales, according to W. Heyward Smith, vice president and general sales manager.

Prior to joining Slaymaker, Mr. Kauffman held sales and industrial engineering positions with Hamilton Watch Co. and Simplex Paper Box Co.

Slaymaker entered the builders hardware field in 1930, when it purchased the Greene-Tweed line.

M. H. Hanson, Scale Manufacturer, Passes

Marius H. Hanson, founder of the Hanson Scale Co. and a pioneer in the design and manufacture of present-day spring scales, died on April 22 at his home in Evanston, Ill.

Mr. Hanson had made many outstanding contributions to the scale industry and was actively engaged

For Satisfied Customers...



SELL The **NEW ALUMINUM**
WIRE SCREENING that's:

STRONG
NON-STAINING
LONG-LASTING

WOVEN OF ALCOA ALCLAD ALUMINUM

To U. S. Department of Commerce Specifications
BY THESE LEADING MANUFACTURERS:

American Wire Fabrics Corp.
Chase Brass & Copper Co.
Clinton Wire Cloth Company
Cyclone Fence Division
(American Steel & Wire Co.)
Hanover Wire Cloth Company
Hellig Bros. Company, Inc.
The C. O. Jelliff Mfg. Corp.
Keystone Wire Cloth Company

New York Wire Cloth Company
Pacific Wire Products Co., Inc.
Penn Woven, Inc.
Spargo Wire Company, Inc.
Standard Wire Cloth & Screen Co.
Reynolds Wire Company
Wickwire Brothers, Inc.
Woven Wire Fabrics Division
(John A. Roebling's Sons, Co.)

Identified by this tag-



ALUMINUM COMPANY OF AMERICA
1419H Gulf Building • Pittsburgh 19, Penna.

SOUTHERN HARDWARE for AUGUST, 1950

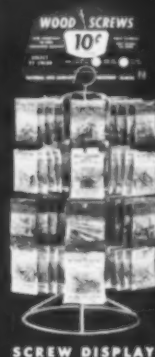
Sell **NATIONAL LOCK**

the customer-preferred hardware line

Wood Screw Assortment

**WITH HANDI-SERVE
COUNTER MERCHANDISER**

A well-balanced, profit-proved assortment with 18 different sizes and diameters of the most called-for wood screws. Includes Flat Head Cadmium Plated, Round Head Nickel Plated, Flat Head Solid Brass. Screws are packaged in tough cellophane envelopes offering convenient selection by color. Counter merchandiser has rotating axis for easy inspection of merchandise. Open stock.

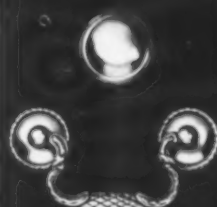


SCREW DISPLAY

Period Furniture Trim

**AUTHENTIC... POPULAR
SKILLFULLY REPRODUCED**

Consists of ten of our finest, selected furniture trim items. Reproductions are authentically correct... richly finished in French Gilt and Antique English. Easily applied to old or new furniture. Provided with beautiful walnut display board.



FURNITURE TRIM

Positive-Action Latch

**TUTCH LATCH OPENS
DOORS AUTOMATICALLY
... WITH A GENTLE TOUCH**

One of the most unique cabinet hardware items on the market. Opens doors automatically with a gentle touch of finger, wrist or elbow. Assures years of positive latching action. Easily applied. Envelope packaged. Latch demonstrator available.



TUTCH LATCH

Sash Hardware

ADJUSTERS, LOCKS, LIFTS

Everything needed for a complete line of sash hardware. Durable built to last for years. Attractively packaged and clearly labelled for identification.



SASH LOCKS

SASH LIFTS

ORDER FROM YOUR JOBBER

DISTINCTIVE HARDWARE

All from 1 Source

NATIONAL LOCK COMPANY
Rockford • Illinois
Merchant Sales Division





BUSHMAN SWEDISH BOW SAWS

Swedish currency devaluation enables price cut in the face of a rising market.



NEW SAW DISPLAY DEAL

This beautiful display and storage stand of wood and duron in three colors holds 10 saws and 80 extra blades, and is FREE with the purchase of only eight saws and six replacement blades. Designed for floor, counter or wall. The Deal includes one 24", one 42", three 30" and three 36", and three each extra 30" and 36" blades.

Retail price of saws	\$30.40
Dealer Cost	20.27
Your Profit	\$10.13

INDIVIDUAL PACKING

30", 36", and 42" regular styles are now packed in individual corrugated cartons.

NEW MODEL SAWS

Including 30", 36" and 42" saws with extended handles.

WRITE FOR NEW PRICES AND LITERATURE

ORDER FROM YOUR JOBBER

GENSCO TOOL DIVISION

GENERAL STEEL WAREHOUSE CO., INC.
1806 North Kostner Avenue, Chicago 39, Illinois

in the designing of new scales until within one week of his death.

Born in Denmark in 1865, he was a machinist and licensed Marine Engineer. After working in St. Petersburg (now Leningrad), Russia for two years, he came to the United States to settle in Chicago in 1885. Here he established a machine shop in 1888, under the name of Hanson & Drews. Two years later, Mr. Hanson's brother bought out Mr. Drews, and the name of the company was changed to Hanson Brothers, and later to Hanson Scale Co.

Columbian Announces Personnel Changes...

Columbian Rope Co., Auburn, N. Y., has announced changes of personnel affecting the New York and New Orleans branch offices.

Evan Edwards, manager of the New Orleans branch of the company, retired from active duty in April. He has been associated with Columbian for 27 years.



Edwards

Hatch

Captain Alymer R. Hatch has been appointed to succeed Mr. Edwards as manager of the New Orleans branch, effective April 1. He has transferred from the New York branch, where he specialized in rope for marine uses. Captain Hatch holds a Master Mariners Certificate licensing him to render service as Master on any ocean and any tonnage vessel. During the war he was appointed by the Navy to head of the Department of Naval Science at the U. S. Merchant Marine Academy at Kings Point, New York.

Nicholson Broadens Speaker's Territory

Nicholson File Co., Providence 1, R. I., announces several changes in the territory of Paul H. Speaker, recently appointed area manager for the company.

Mr. Speaker's territory will now include all of New Mexico, Oklahoma and Texas. Fred Cagle, who covers Arkansas, Louisiana, Mississippi, and western Tennessee, will also call on Mr. Speaker for consultation regard-



P. H. Speaker

ing merchandising problems. The company feels that this arrangement will further improve the service to distributors and hardware wholesalers in these territories.

Mr. Speaker, who joined Nicholson File in 1944, is an active member of the Texas Hardware Boosters Club and contributes regularly to the editorial columns of its "The Road Runner."

SSIRCO Announces Six Personnel Promotions

Southern States Iron Roofing Co., Savannah, Ga., has announced plans for expanding its sales organization to improve the company's service to dealers and to strengthen its sales organization.

The company's sales area, the Southeastern states, is being divided into four sales districts, headed by district sales managers. District headquarters will be in Atlanta, Ga.; Birmingham, Ala.; Nashville, Tenn.; and Raleigh, N. C.

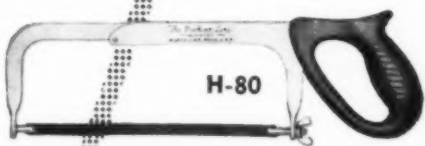
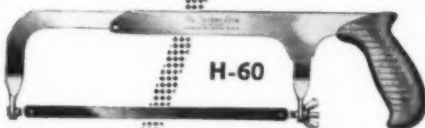
D. F. Scales has been promoted from dealer and export sales manager to general sales manager, a new position. He will coordinate the district managers' efforts, as well as the firm's other sales divisions—Export Sales and Naval Stores Sales.

Leo D. Sheridan has been promoted from Orlando, Fla., sales representative to Atlanta district sales



D. F. Scales

6 TIMES
the Opportunity
to Sell Your
Hack Saw
Customers



**Greater
Profits
For You**

Parker's Hack Saw Line, with exclusive quality features, will appeal to all your customers' tastes and pocketbooks:

1. Rugged long life construction. 2. Patented forged one piece ends and forged one piece studs — no pins to lose.
3. Adjustable for standard blade lengths. 4. Blades may be faced in four directions. 5. Comfortable, easy-to-grip handles.

Buy the **Parker** Line

PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.
and **ACKERMANN-STEFFAN DIVISION**
Manufacturer of Famous Trojan Coping, Jig and Jewelers' Saw Blades

SOUTHERN HARDWARE for AUGUST, 1950

ONLY GLADDING HAS THE AWARD OF MERIT



NEW PLASTIC CASE—now comes with Gladding's Invincible, Dauntless, Blue Ribbon. Has sliding lids. Perfect for hooks, sinkers, spinners, leaders, etc.



COUNTER DISPLAY! Two boxes, each holding 50 yds., open on hinges to make beautiful display. Can be snapped apart and sold separately . . . or can be folded into space-saving, self-locking, double-deck display.

Use This Exclusive Symbol of Dependability to Step Up Sales!

Make the most of the powerful sales-clincher that Gladding offers you. The Award of Merit assures your customers that Gladding lines consistently meet the U. S. Testing Company's rigid Standards for Excellence. And only Gladding has this Award of Merit. Cash in on it. Feature nationally-advertised, world-famous Gladdings as "The Award of Merit Lines."



B. F. GLADDING AND CO., INC.
SOUTH OTSELIC, NEW YORK



● Sliding lid opens easily, stays shut securely. Comes with every Gladding tapered line. Available, at small extra cost, with Gladding level fly lines.



Est. 1916



VENTED CIRCULATORS

SELL! SELL! SELL!

Your customers know what they want — and Royal offers them all the best heater qualities at a price that really sells.



Royal Vented Circulators are proven sellers. Good looks, excellent performance, and right price are combined to make this the market's fastest-moving heater line. Available in 20,000, 40,000 and 60,000 B.T.U. sizes without radiants and 40,000 and 60,000 B.T.U. sizes with radiants. The latter models have pyrex glass fronts allowing complete vision of radiant glow. AGA approved for natural, manufactured and LP gas.



Available with constant burning pilots as standard equipment except on LP models. Extra equipment includes 100% automatic safety pilot, non-electric thermostat and the combination thermostat and safety pilot (Unitrol) at extra cost. Easy to install, easy to light, easy to adjust, easy to sell. Write for descriptive literature.

CHATTANOOGA IMPLEMENT & MANUFACTURING COMPANY

Main Offices: 104 Delmar Street
Chattanooga 6, Tennessee

QUALITY . . . SINCE 1891

manager. His district includes the firm's branches in Savannah, Atlanta and Albany, Ga.; Jacksonville, Orlando and Tampa, Fla.

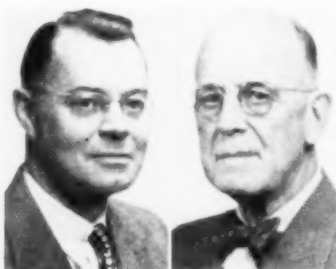
Herbert C. Warwick, Raleigh, N. C., sales representative for the past five years, is now Raleigh district sales manager. He will direct sales for the Raleigh; Columbia, S. C.; and Richmond, Va., branches.

Charles A. Rea, sales representative in Columbia, is the new manager of the Birmingham district, comprising branches in Birmingham; Hattiesburg, Miss.; and New Orleans, La.

John P. Starnes, veteran of 14 years with the company, takes over the post of Nashville district sales manager. This district includes the Nashville and Memphis, Tenn., and Louisville, Ky., branches. He was New Orleans manager prior to his promotion.

Freedell Succeeds Parsons As Stanley Sales Manager

John C. Cairns, president of The Stanley Works, New Britain, Conn., recently announced the promotion of C. Kenneth Freedell to the position of general sales manager of the Stanley Tools Division, succeeding Robert M. Parsons.



Freedell

Parsons

Mr. Parsons celebrated his 70th birthday last March and at the same time completed 50 years of continuous service with Stanley Tools. He will continue with the company in a consulting and advisory capacity.

Mr. Freedell joined Stanley Tools in the production department in 1923. Two years later, he was transferred to the advertising department and handled Stanley Tool and Electric Tool advertising and developed merchandising plans for the tool division. In 1939, he was transferred to the sales department as assistant to the sales manager.

Westinghouse to Build Plant in Birmingham

Westinghouse Electric Corp., Pittsburgh, Penn., has completed plans for the construction of a new plant at Birmingham, Ala., according to O. O. Rae, southeastern district manager. The new plant will be operated

by the Westinghouse Manufacturing and Repair Department, and will provide extensive overhaul and repair facilities to serve customers in all parts of Alabama.

A tract of land 400 ft. long and 300 ft. deep has been purchased on Third Ave. South, one mile east of downtown Birmingham, for the construction site. The location is on a Southern Railroad siding, and on the main highway to Atlanta.

Construction will begin immediately on the new plant, which will consist of two one-story brick and steel buildings, with a total of approximately 50,000 square feet of floor space. It is estimated that the building will be completed by June, 1951.

In one building, approximately 15,000 square feet of space will be used as a warehouse, and 5,000 square feet as office space. The second building, with approximately 30,000 square feet of space, will be devoted to manufacturing and repair department activities.

William D. Disston Dies at Age of 62

William Dunlop Disston, retired vice president of Henry Disston & Sons, Inc., tool and saw manufacturers, died May 22nd at his home in Chestnut Hill, at the age of 62.

Prior to the illness which forced him to retire in 1946, Mr. Disston had been active in the civic and political life of Philadelphia. A grandson of Henry Disston, founder of the Disston firm, he began work at the plant in 1908 and in 1911 became a director. Two years later he was elected vice-president.

Mr. Disston was a member of the Philadelphia Board of Education, had served as president of the Northeast Chamber of Commerce, and was a member of both the Philadelphia and the Pennsylvania Chambers of Commerce. He was also a director of the Liberty Title and Trust Co., a former director of the Union League, and a member of the American Society of Mechanical Engineers.

G. C. Smith to Represent Langley in the South . . .

Richard Dick Miller, executive vice president of the Langley Corp., 660 Second Ave., San Diego 1, Calif., announces the appointment of Gaines C. Smith as Langley representative in the southern area, including Louisiana, Mississippi, South Carolina, North Carolina, Florida, Georgia, and Alabama. He replaces H. P. (Raby) Rabenstein.

Mr. Smith joins the Langley Corp. with an established background in the sporting goods field. He is known throughout the South as an outstanding angler and sportsman, and was formerly associated with a leading manufacturer of fishing tackle.



★ **DURACUT** (Anvil Type)

- ✓ Cut better, easier — last longer
- ✓ Design of special steel cutting blade practically eliminates spreading
- ✓ New plastic-covered comfort grips
- ✓ No slipping . . . no blisters
- ✓ Positive thumb lock

★ **Great News** ★

2 BRAND NEW ONE-HAND
PORTER PRUNERS
PRICED TO SELL AND SELL!

When the nation's top manufacturer of cutting and pruning tools introduces two new pruners like these at popular prices . . . that's NEWS! Famous Porter quality and design

built into every inch of the new DURACUT and DURASHEAR PRUNERS, yet they're priced for Mr. Average Householder's pocket-book. Order through your jobber right now. Watch 'em SELL and SELL in the new "Pick Me Up — Try Me — Buy Me" display cartons.

Send for Catalog Sheets and Prices.

H. K. PORTER, Inc.
SOMERVILLE,
MASS.



WRIGHT GALVANIZED WIRE STRAND
(Clothesline)

CONNECTED LENGTHS marked every 50 feet, four and six strand, No. 20 gauge. Cushion center cable, best clothesline construction known . . . 50' lengths. Also on brightly lithographed steel spools, 500' and 1000'. Solid . . . 50' and 100' lengths. WRIGHT quality wire brightly galvanized.

Southern Representatives:
D. C. HORNIBROOK — E. L. HORNIBROOK
Box 174, Avondale Estates, Ga.
LAWRENCE J. BALDWIN & SON
306 Carondelet Bldg., New Orleans 12, La.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

HOLD-E-ZEE

THE ORIGINAL
AUTOMATIC GRIP

SCREWDRIVERS



*Sell Easier!
Repeat Oftener!*

They're Nationally Advertised to millions of tool-using people * packed with Wanted Features * available in Models for All Types of Screws * backed by eye-catching Boxes and Displays * unsurpassed in Quality.

Order Thru Your Jobber!

New
MODELS FOR
BOTH TYPES OF
RECESSED HEAD SCREWS



UPSON BROS., INC.
ROCHESTER 14, N. Y.

McKay Appoints Kaufman General Sales Manager . .

The McKay Company, Pittsburgh, Penn., manufacturers of commercial and industrial chains, arc welding electrodes and chemical products, announces the appointment of Fred A. Kaufman as general sales manager, succeeding Fred C. Smith, who assumes the position of special assistant to President J. C. McKay.



F. A. Kaufman

Mr. Kaufman has been with the McKay Company for a number of years, and for the past year and a half he has been sales manager of

the firm's Arc Welding Electrode Division in Pittsburgh. In his new position as general sales manager, he will continue to have charge of the sales of McKay Arc Welding Electrodes, as well as the complete line of McKay chain and chemicals.

Vice President, Directors Named by Belknap

Belknap Hardware & Manufacturing Co., 111 E. Main, Louisville, Ky., has elected four new directors and a new vice president.

The new directors are Charles W. Allen, Jr., head of the personnel department; Charles C. Bassett, plant engineer; Richard A. Whitty, general traffic manager, and Bersot G. Wilhoite, general superintendent. Russell Proctor, buyer of sporting goods, was named a vice president.

Officers re-elected at the annual meeting were the president, Charles R. Bottorff; vice presidents, Luther R. Stein, Charles B. Price, and Charles Allen Gage; vice president and treasurer, Dara E. Cross, Sr.; assistant treasurers, Berl Boyd and Mark B. Davis; secretary, E. A. Converse, Jr., and assistant secretary, Herbert W. Spencer.

Besides the officers, directors re-elected were Charles W. Allen, Sr., Wm. B. Belknap, Glenn R. Brewer, Wiley B. Bryan, Houston H. Burnett,

Wm. R. Caskey, Dara E. Cross, Jr., Wm. C. Gibson, Edward W. Heller, Fred Kimmel, Jr., G. E. McMakin, George C. White, and Lewis Hernon.

L&S Assigns New Duties to Rayburn and Custar . . .

The Lamson & Sessions Co., 1971 West 85th St., Cleveland 2, Ohio, announces the assignment of new responsibilities, effective June 1, to James G. Rayburn, named merchandising director, and William E. Custar, assistant sales manager.



J. G. Rayburn

Mr. Rayburn, 34, practiced law prior to his service in the Air Force, December, 1942, to October, 1945, when he joined Lamson & Sessions in a sales capacity. Since then he has served as assistant railroad sales



W. E. Custar

manager, and later as sale assistant in the company's general offices in Cleveland. While his new duties place him in charge of L&S merchandising activities, he retains control of a number of diversified sales functions.

Mr. Custar, 37, attended Oberlin College and Western Reserve University, and has been with Lamson for 15 years. His experience covers ten years in sales, during which time he served as assistant manager of the Aircraft Division and, later, as manager of machine screw sales.

Ask For Them By Name

CLARK
QUALITY INDUSTRIAL FASTENERS SINCE 1854

FOR
GREATER SECURITY
FASTEN FAST WITH
CLARK FASTENERS
BOLTS . . . NUTS
RIVETS . . . SCREWS

Since 1854 the Quality . . . Accuracy . . . and Uniformity of ALL Clark Products has never been surpassed. These 97 years of leadership explain why users always ask for them by name "Clark"—they Fasten . . . Fast . . . Longer.

CLARK BROS BOLT CO.
MILDALE, CONN.

Get them from your
Local Jobber
or Distributor

6-K-3A

Feature

THESE 2 NEW TYPES OF

R-V-LITE

All-Purpose WINDOW MATERIALS

No. 700-W
4x4 ALUMINUM
WIRE
REINFORCED

BRAND NEW!

No. 700-W has no rival! Positively new and different from anything on the market! 4x4 mesh of rustproof aluminum! Feather-light yet sturdy! Full transparency! High ultra violet ray transmission! A fast-growing favorite for hot and cold bed frames, chick house windows, etc. where its light weight plus tensile strength are most useful.

No. 800-CW
14 MESH STEEL
WIRE
REINFORCED

BRAND NEW!

No. 800-CW is rolling up volume sales to contractors and industrial users for partitions, temporary windows, windbreaks and scaffold protection. Made of 14x14 mesh, coated with tough TENITE. Ideal for heavy duty uses such as doors and windows in farm animal buildings, sheds and basements, skylights and storm insulation for barns and equipment shelters. Available in 2 widths to make sales easier: 36" and 28" wide.

Use your 8-ROLL CAPACITY
DISPENSING DISPLAY FLOOR FIXTURE
to help you sell all 6 types of R-V-LITE
Available at nominal cost with Special
R-V-LITE ASSORTMENT R-V 550-D

VISIT OUR BOOTH No. 113 AT THE NATIONAL HARDWARE SHOW

ARVEY CORPORATION
Exclusive Manufacturers of R-V-LITE
3462 NORTH KIMBALL AVENUE • CHICAGO 18, ILLINOIS

YOUR STORE CAN PROFIT ON THE BIG DEMAND FOR

Bristol

THE HORTON MANUFACTURING CO.
BRISTOL, CONNECTICUT



Also
Makers Of
Bristol Golf Clubs

SOLID STEEL CASTING RODS • "ELECTROMATIC" REEL NYLON BAIT CASTING LINE



SOLID STEEL CASTING ROD No. 32, \$10.00 (including tax)

This solid steel casting rod has long been a national favorite. Comes in two lengths, either 4½', or 5', as your customers prefer. This rugged rod with sturdy guides has a salt water resistant finish. Its attractive appearance invites sales.



SOLID STEEL CASTING ROD No. 38—20, 24, 30-inch \$4.25 (tax included)—3, 3½, 4½, 5-foot—\$5.00 (tax incl.)

A very serviceable rod in the low price field. Made in lengths to suit all localities. Big seller.



"ELECTROMATIC" BAIT CASTING REEL \$22.00 (includes tax)

New in design. New in performance. Nothing like it. Helps improve casting accuracy, casting distance, practically eliminates backlash. "Electromatic" action keeps speed of the line *always* in step with speed of spool. A big feature to attract sales.



NYLON BAIT CASTING LINE 100 yds., 15 lb. test — \$2.60

A Bristol-quality, core-deep, water-proofed line made of du Pont Nylon. Durable in either salt or fresh water. Available in jet black, or light green.

NEW PRODUCTS

AND SALES PROMOTION MATERIAL

Kautenberg Introduces Cellulose Sponge Mops

The W. E. Kautenberg Co., Freeport, Ill., is offering a line of cellulose sponge-mop products for retail distribution in the hardware field. One of these, the No. 1 WEKCO mop, is illustrated here.

The No. 1 and No. 3 WEKCO mops are said to eliminate all need for hand-wringing, and both feature DuPont cellulose sponge (not rubber) heads with exclusive flared shape for better cleaning. The sponge is said to be both double-cemented and flange-clinched to sturdy aluminum back to make mop light-weight, strong and long-lasting.



No. 1 features a large-size sponge head equipped with a directly-attached aluminum drain bracket, hinged to swing easily against the sponge. Slight pressure on the bracket extracts water from sponge quickly. Designed for use in apartments where no mop-pail may be furnished, the mop will retail at \$3.50; refill heads are available at lower cost.

No. 3 mop, a standard model, planned to retail at \$1.80, includes a simply designed sponge head which drains by pressure against separate aluminum drain bracket, which attaches to standard-size mop-pails. Refills or replacement parts are available also for this unit.

Wright & McGill Offers New Fre-Line Reel . . .

Wright & McGill Co., Capitol Hill Station, Denver, Colorado, is offering a new Fre-Line reel—a casting reel with spinning features—that has no locks, levers, or gadgets to operate. To cast, the operator backs off han-



dle one-half turn; to retrieve, starts winding in. Since backlashing is claimed to be impossible, long and accurate casts are easy to make after a few minutes' practice.

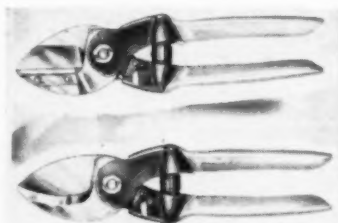
Designed to use Nylon monofilament line, the reel is tailor-made for bait fishing or lure casting with spinning or casting rods, and may also be used for casting light lures or bait on a fly rod. Fre-Line reels are supplied in two models: Model 10B, single action, and Model 10BC, multiple-gear and fast-retrieving to enable the user to better handle large fish and to permit the fast reeling necessary to give some lures proper action. List price of Model 10B is \$12.50; Model 10BC, \$16.50.

Free literature on Wright & McGill reels is available from the company on request.

Porter Introduces New One-Hand Pruners . . .

H. K. Porter, Inc., has introduced two new popularly-priced, one-hand pruners, DuraCut and DuraShear. DuraCut is an anvil-type pruner, while DuraShear is the shear type, according to the manufacturer.

Both pruners feature exclusive plastic-covered comfort grips to eliminate slipping and blisters, and



both are equipped with a conveniently-located thumb lock. Special steel blades have been designed to eliminate spreading when making a cut.

DuraCut and DuraShear are individually boxed and packed in special display cartons. DuraCut retails for \$2.75; DuraShear for \$3.50.

Stanley Announces New Hammer Merchandiser

Stanley Tools, New Britain, Conn., is offering retailers a colorful hammer merchandiser, the H12 Hammer Unit.

Four popular-priced, nail hammers are packed in the unit, which is said to provide a good working stock to satisfy customers' requirements for a high quality hammer, as well as a hammer for the occasional user.



The merchandiser is of corrugated board, printed in blue and orange with spaces provided for pricing hammers. Size is 11 x 15 x 4 inches.

No. H12 unit contains: three No. 51½ nail hammers; three No. 101½ standard nail hammers; three No. 111½ Arrow nail hammers; and three No. 211½ Defiance nail hammers.

H-I Publishes Booklet on Pacific Coastal Fishing .

Horrocks-Ibbotson Company, Utica 2, N. Y., has published Old Hi's latest booklet, "Pacific Coastal Fishing." Although it deals primarily with fishing on the Pacific Coast, it carries much information that may be of interest to fishermen generally, it was announced. Free copies are available from Horrocks-Ibbotson Co.

CUT YOURSELF IN ON THE PROFITS FROM THESE

Fast Sellers

\$-14½

Six handsome stainless steel steak knives in polished maple container. Display this set and watch sales zoom!

Hollow Ground Serrated Edge



Here's Why They Sell Fast

- Smart looking—worthy of any table—real eye catchers.
- Highly polished stainless steel blades—genuine pakkawood handles—non-burn, unbreakable.
- Blades are hollow-ground with serrated edges—cut like a charm.
- Knives and container nicely boxed. Attractively priced for quick turnover.

There's nothing finer than

Famous TREE BRAND POULTRY SHEARS



- New! Solid stainless steel.
- Women go for this item too because it looks and is top-grade.
- Clever automatic catch—beautifully engraved, non-pinch open-end handles.
- Even nuts, bolts and screws are stainless steel—spring is highest quality rust-resisting steel.
- Blades serrated for easy cut—notched for bone cutting.

#2900—Individually boxed—a sure-fire seller.



**NEW!
STAINLESS
STEEL**

See your jobber for both items.



H. BOKER & CO., INC.

Quality for over a Century

101 Duane Street New York 7, N. Y.

Here's what JASON LUCAS
noted fishing authority, said about
the **ALL-ANGLE Grip**
in "Sports Afield"

\$4.95
RETAIL



ADJUSTABLE CASTING GRIP—One hears heated arguments among fishermen as to whether a casting rod should have a straight or an offset handle—and, if the latter, just what angle, up, down, or sidewise. Some friends of mine have broken lots of handles, bending them this way or that, to see which best suited their own hands and methods of casting.

No more need for that! Here's a handle that can be almost instantly adjusted, and locked firmly, either straight or at any angle one can think of. And the fingerhook can be set forward or back, to suit one. There's a chuck to take rods from ¼ inch to 29/64 inch, a good reel lock, and it can be had with grips of either of two sizes. So I'd hate to be the wife of a man so cranky that he can't fix this to suit himself. What strikes me as oddest about it is that it isn't odd—looks and performs like any other neat, light handle.

Thank you, Jason Lucas!

If your jobber or wholesaler cannot supply you, write direct.

ORDER OUR CATALOG OF COMPONENT PARTS
(Ferrules, Spinning Rod Handles, Reel Seats, etc.)



Featherweight **PRODUCTS**

(DIVISION OF WESTERN GRINDERS)

3460 Ocean View Building • Glendale 8, California



Tops!...

Tops for the consumer and tops for the dealer! For the consumer, there is nothing like Duxbak style, comfort, convenience and long wear. For the dealer, there is the reputation of and demand for Duxbak Hunting Clothes, which rings the cash register and creates satisfied customers. Discriminating dealers will do well to cash in on the popularity of Duxbak Hunting Clothes, which have been favorites with sportsmen for over fifty years. We will be glad to give you complete information about the Duxbak line. Just drop us a letter or postcard.

UTICA **Duxbak** CORP.
TRADE MARK

HUNTING CLOTHES

820 Noyes Street, Utica 4, N.Y.

Great Neck Offers New "Flight" Hand Saw...

Great Neck Saw Manufacturers of Mineola, New York, are introducing their special, low-priced "Flight" line of hand saws. Durable handles are made of unbreakable, non-fading, colorful plastic. Nickel-plated screws hold blade and handle securely fixed and in perfect balance for the life of the saw, it is claimed, and cleverly designed hand grip makes working easier.



Highly polished, mirror finish, alloy tool steel blades are hardened and tempered. Teeth are precision set and filed. "Flight" line Nos. F26 and F26S are skew back and straight back saws, both 26 inches in length. Points to the inch are: 8 pt. crosscut; 10 pt. crosscut; and 5½ pt. rip.

Yale & Towne Launches Mid-Summer Promotion

A nation-wide, mid-summer merchandising drive, supporting the retail selling of Yale cupboard and drawer locks to cabinet makers and the broadening market of hobbyists and home craftsmen, has been launched by The Yale & Towne Mfg. Co., Stamford Division, Stamford, Conn.



The new campaign is the third of Yale & Towne's five 1950 "packaged promotions," each of which integrates point-of-sale merchandising material with advertising in national consumer publications and trade magazines. The first two lines promoted were screen door hardware and nightlatches. Scheduled to follow the cabinet lock drive are Yale padlocks and door closers.

The focal element in the cabinet lock sales campaign is a new, brightly-colored, tri-paneled "sampling" display board for use by hardware retailers in store windows, counters and interior islands. This display triptych features Yale's 3-way cabinet lock in a large center blue panel

successful operators push car washing because the car owner who has his car washed is the best potential customer for additional automotive services

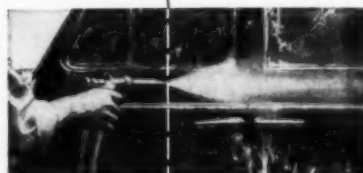
cold steam

blasts stubborn dirt

the washer connects to your regular air and hot or cold water supply.

no back splash

no boots or apron needed with washer.



WASH! MIT! RINSE! LET DRY!

easy effective

saves time, effort in cleaning motors, parts.

HYDRO-AIR Pressure Washer \$995

D&M Products, Inc.
26 N. Raymond Avenue
Pasadena 1 - California

If your jobber cannot supply you, we will ship direct — postpaid

and wardrobe and drawer locks in two smaller red panels.

The featured Yale 3-way cabinet lock is a new pin tumbler, solid brass lock with a patented rotating cylinder that permits the lock to be used as a drawer lock with the bolt moving vertically, or as a cupboard and cabinet lock for either right or left hand doors, with the bolt moving horizontally.

New Warp Dispenser For Counter or Wall.

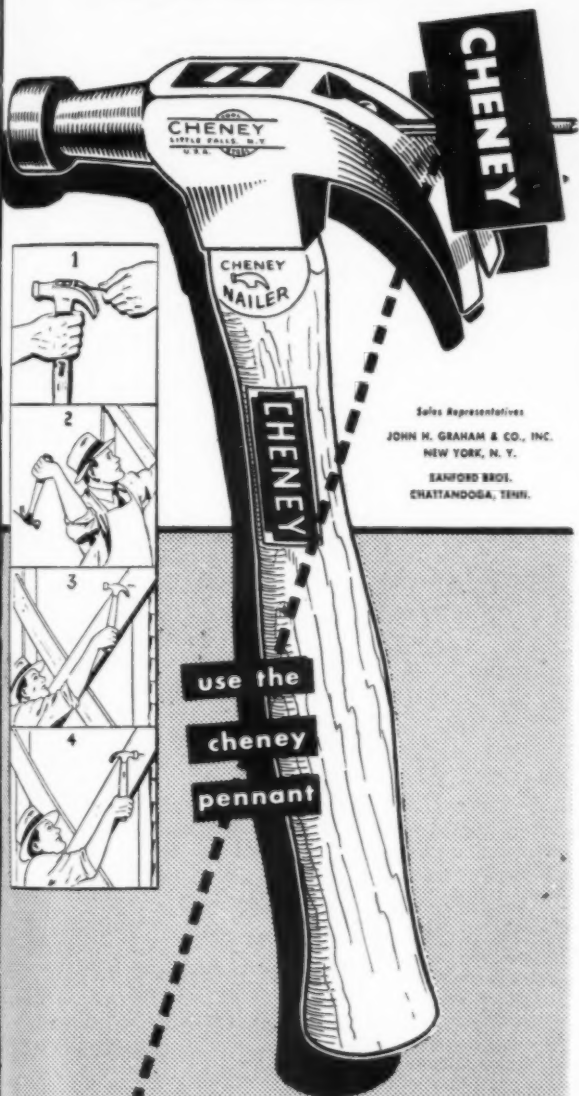
Warp Brothers, 1100 N. Cicero Ave., Chicago 51, Illinois, announces a new all metal window material dispenser for stores where space is at a premium. Easy to hang on the wall or set on the counter, the rack holds four rolls of Warp's top quality window materials.

It has a built-in rolling table and cutting guide to make dispensing easy, and an available measuring device can be easily attached.

The dispenser ties the dealer in with Warp Brothers extensive national advertising. The entire unit, complete with 25 yards of Glass-O-Net, 25 yards of Wyr-O-Glass, 25 yards of Plasti-Glass, and 25 lin. feet of Screen-Glass costs the dealer only \$49.95 and brings him 50 percent markup on window materials, it was announced.

CHENEY

nail holding hammers

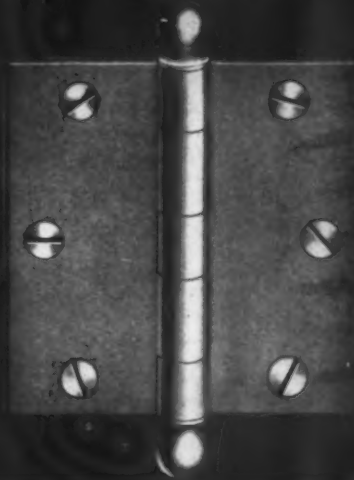


Sales Representatives
JOHN H. GRAHAM & CO., INC.
NEW YORK, N. Y.
SANFORD BROS.
CHATTANOOGA, TENN.

ESTAB. 1836
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.

Hinges

by GRIFFIN



For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.



Every DOOR NEEDS THREE!

GRIFFIN-

Manufacturing Company

ERIE • PENNSYLVANIA

REPRESENTATIVES

B. S. ALDER COMPANY	45 Warren Street, New York 7, New York
WILBUR H. DAVIS	1639 Fargo Avenue, Chicago 28, Illinois
GEO. A. GREGG	9344 Woodward Avenue, Detroit, Michigan
AUSTIN & EDDY, INC.	115 Broad Street, Boston, Massachusetts
CHARLES L. LEWIS	703 Market Street, San Francisco 3, Cal.
W. S. JOHNSON	917 St. Charles Avenue, Atlanta, Georgia
E. H. FARRAR	308 1/2 North Harwood, Dallas, Texas
R. F. BEYERS	4524 East 60th Street, Seattle, Washington
L. J. FULLER, JR.	785 North President Street, Jackson 6, Mississippi
HARVEY D. RUSH & SONS	4638 Mill Creek, Kansas City, Missouri

IN CANADA

MANNING I. SHORE—MERCHANDISE SALES OF CANADA
15 Wellwood Avenue, Toronto, Ontario

Red Devil GRADY WEDGES



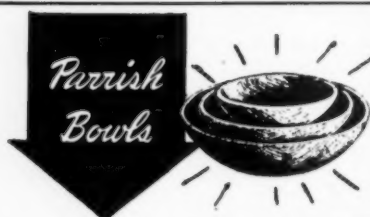
A complete range of sizes for AXES, HAMMERS, SLEDGES, MALLETs, HATCHETS and other handle-type tools.

Red Devil GRADY WEDGES
"hold like a fish hook".

New counter-salesman holds 36 r/o. 5 and 24 No. 10 Wedges for quick sales. Complete line illustrated in actual size.

Can't chip—rust resistant—barbs withstand vibration and force—they won't work loose.

A Product of
RED DEVIL TOOLS
IRVINGTON, N. J., U. S. A.



"SUPREME FINISH" MEANS EXACTLY THAT

The bowls are of choicest Wild Cherry and Hard Maple woods. They are sanded to satin smoothness, then finished with our exclusive "Supreme" process. The finish penetrates and becomes an integral part of the wood. The beautiful grains and colors remain clear and natural permanently.

Fruits, garlic, onion, fish, alcohol do not injure—just wash like dishes and the bowls stay free from unwanted stains, tastes and odors.

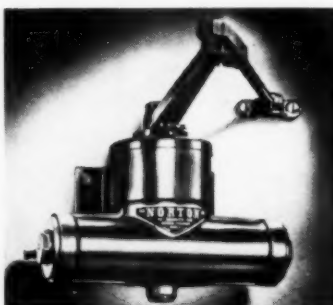
That's why they are the finest salad bowls you can sell. Make sure now that your stock of bowls, spoons and forks is complete and well displayed.

J. SHEPHERD PARRISH COMPANY
205 WEST WACKER DRIVE
CHICAGO 5, ILLINOIS

The World's Largest Manufacturer of Fine Wood Bowls

Norton Introduces New Hydraulic Door Closer

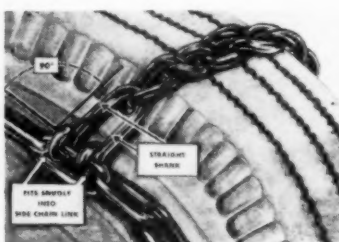
The Norton Door Closer Co., 2900 N. Western Ave., Chicago 18, Illinois, announces a new completely concealed hydraulic door closer.



The new unit is described as the first completely geared mechanism of its kind to be made, and as the only product of its type, which incorporated the double piston principle, providing a back check feature, permitting the apparatus to be changed on the job for either left or right hand doors.

Cleveland Chain Improves Tire Chain Design

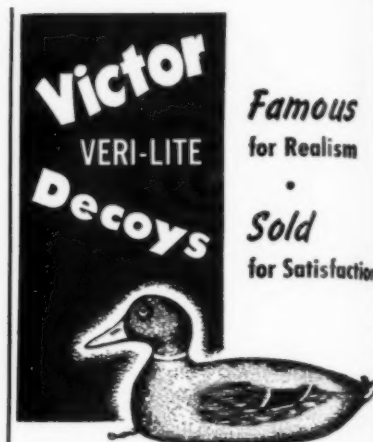
The Cleveland Chain & Mfg. Co., Cleveland, Ohio, has announced an improved tire chain design which is claimed to increase chain and tire life, reduce running noise, and cut link breakage to a minimum.



Feature of the new design is the use of straight shank connecting links between cross chains and side chains. These differ from conventional "pinch type" connecting links in that they hold cross chains at a constant 90-degree angle in relation to side chains, it was announced. This is said to prevent chain slack and excessive tire wear when brakes are applied, as well as to eliminate slippage of connecting links along side chain links, thus reducing vibration and noise.

Chains with the new straight connecting links are said to fit tighter against tire surfaces, due to the even application of connecting link tension along the entire surface of each side chain link to which it is attached.

Another feature of the new design is the ease with which connecting



VICTOR Veri-lites bring in ducks and sales. They are light weight, perfectly balanced, lifelike decoys that the duck hunter wants...and buys! Made of cellulose plastic, waterproof, equipped with anchor line swivel. A national advertising campaign in Field and Stream, Outdoor Life and Sports Afield promotes interest that develops sales of Victor Veri-lite Decoys.

Victor Veri-lite, Victor Wood, Victor Vac-Sh and Victor Balsa Decoys are available in nine different species—can be quickly shipped from either of our two plants. Order from your distributor now.

ANIMAL TRAP COMPANY OF AMERICA
Lititz, Pa. • Pascagoula, Miss.

links can be removed from side chains, the manufacturer pointed out. Wide spacing of straight shank link hook ends permits the easier insertion of repair tools.

Eagle Offers Dealers New Advertising Mat Service .

The Eagle Manufacturing Co., Wellsburg, West Virginia, has announced a new advertising mat service showing line illustrations of its various oilers, oiler displays and gasoline and oil cans for dealers' local advertising use.

This service is free, and a wide selection of different illustrations is shown in an 8½" by 11" folder offering this service. Dealers interested should write direct to the manufacturer.

Crescent Offers Display Panels in Varied Colors

Crescent Tool Co., Jamestown, N. Y., recognizing a definite trend toward the use of color in store display, is offering its standard and special store display panels in colors, according to a recent announcement.

The panels are available in reds, yellows, greens, many shades of blue, and the more subdued cream, gray and natural wood tones.

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has it!

► **THE ACTION**
...in the tip

► **THE POWER**
...in the butt

► **THE PRICE**
Only **\$19⁷⁵**

Medium Ocean Rod F62

The men who fish want a fishing rod that has live tip action, fighting power in the butt, and a price they can afford. Tigerglas has all three—a perfect combination for big profits... fast turnover. Coreless, glass fiber construction for a longer, more dependable life... Exclusive forming process for a guaranteed tip action... Finest quality hardware for trouble-free fishing pleasure.

The
**ORIGINAL
GREEN**

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fishing rods

A complete line
of fishing rods
for every need.
\$15.75 to \$52.00
retail

Look for the tiger head seal
—it means more profits for
you and greater satisfaction
for your customers.

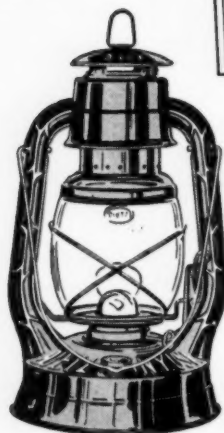


SAN LUCO, INC.

846 STATE STREET, SAN DIEGO, CALIFORNIA

**IT PAYS OFF
IN ANY
EMERGENCY**

**LIGHT
INSURANCE**



**NO
SUDDEN
DARKNESS**

**They
always know
if fuel
is low—**



DIETZ LANTERNS

R.E. DIETZ COMPANY
EST. NEW YORK 1840
LIGHTING THE WORLD FOR 110 YEARS

STOCK

**the 4 ways
"Easier to Sell" line
CHICAGO**

**"Safety Plus" Hexagon
Head Cap Screws**

* **Constant Demand**—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in all fields of manufacture. Why?

* **They're Stronger**—More uniform—give a perfect fit for every replacement need, and...

* **They Cost Less**—They fasten faster and tighter—resulting in lower ultimate costs to your customer, which makes them "easier to sell."

* **Better Service**—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.

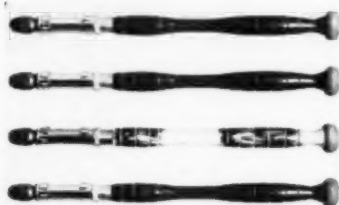
Remember to ask for these "Chicago" products from your hardware distributor:

Hexagon Head Cap Screws, Steel and Brass • Square Head and Headless Cup Point Set Screws • Semi-Finished Hexagon Nuts, Steel and Brass • Hexagon Castellated Nuts • Filister and Flat Head Cap Screws • Taper Pins • Milled Studs • Socket Head Cap Screws • Socket Set Screws • Socket Pipe Plugs • Stripper Bolts or Shoulder Screws • Square Head Dog Point Set Screws • Keys, Assortments and Kits.

The CHICAGO SCREW COMPANY
2913 WASHINGTON BLVD., BELLWOOD, ILL.
Established 1872

Lake City Announces New Colored Rod Handles . . .

Lake City Tackle Products Co., 11910 Superior Ave., Cleveland 6, Ohio, announces an innovation in the form of rod handles in colors such as jade green, flame-tempered nat-



ural, ebony black, and chinese red.

The utility handles are constructed for adaptation to any type of fishing—pier, boat, trolling or surf—in fresh or salt water, it was announced. The locking chuck is designed to take any type of shaft—steel, bamboo, glass or wood—in sizes from 1/4-inch to 7/16-inch thickness.

Reel-seat is made of Naval brass, triple chrome plated with positive screw lock. Anodized chucknut and body are designed to resist salt water. Infra-red baked, two-tone Duco finish is coated with marine Spar varnish in various colors. The unit comes equipped with gum-rubber bumper.

Eagle Rule Display Unit Now a Permanent Item .

Eagle Rule Mfg. Corp., 514 Hunts Point Ave., New York, N. Y., announces a new self-dispenser display unit consisting of 1 1/2 dozen 6' rules: six white Royal Eagle rules to retail at \$1.35 each, three yellow All American rules to retail at \$1.15 each, three white Columbia rules to retail at 89 cents each. The unit is sold only through jobbers, it was announced.



The Royal Eagle, All American and Columbia rules are made with the riveted strike-plate joint, while the Arrow rule is made with the concealed joint.

The display unit is available in three ways: unit No. 1 contains rules all with regular marking; unit No. 2 contains rules all with inside

marking; unit No. 3 contains one-half regular and one-half inside marking rules.

Sol-O-Lite Markets New Storm Door, Window Cover

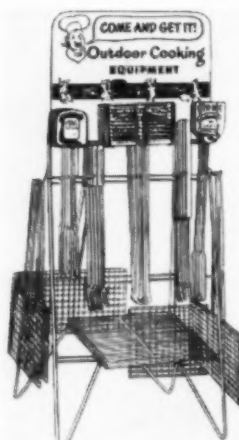
The Sol-O-Lite Mfg. Co., 4301 W. North Ave., Chicago, Ill., has announced a new storm door and window covering, made of Vinylite Bakelite plastic in sheets 36 by 72 inches. The material is described as strong and durable and crackproof in below freezing weather.

One cover, which can be used for either the storm door or window, comes complete in a single package, containing one plastic sheet, eight tacking strips, and nails for installing. Each package retails for \$1.

Further information is available from the manufacturer.

New Androck Equipment For Outdoor Cooking . .

The Washburn Co., Worcester, Mass., and Rockford, Ill., is offering a new assortment of outdoor cooking equipment.



Furnished with Display Assortment No. 500 are a colorful display card and window display banner, a sturdy easel-type display fixture, and a pre-packed assortment of nine outdoor cooking tools. These include hamburgers, red hot roasters, extension forks, camp forks, four styles of broilers and a camp grid. Other new equipment in the Androck line includes three special packs designed to be sold to consumers as a unit.

One of these, Pik-Pak No. 4520, features four stainless steel extension forks in a modern carrying case with its own shoulder cord. The other two special packs are barbecue sets featuring Androck's new rust-proof stainless steel tools with branded wood handles and rawhide thongs. Barbecue set No. 21X includes three stainless steel tools: a barbecue spoon, barbecue fork and hamburger turner.

Savage Announces Two Re-Designed Rifle Models

Savage Arms Corp., Chicopee Falls, Mass., announces that shipments are now being made to distributors on two newly re-designed bolt action repeating rifles: Savage Model 340 in .30/30 caliber and Model 342 .22 Hornet caliber.

Savage Model 340 replaces the former Stevens Model 325. Savage



Model 342 replaces the former Stevens Model 322. The low retail price of \$42.95 is being maintained.

No charges have been made in the tested and proven design of the original action, but new features include an improved bolt handle, a re-designed one-piece stock of genuine walnut, and new Dockendorff ramp front and disc elevator rear sight equipment.

New Sales Catalogs on Warm Morning Heaters

Locke Stove Co., Kansas City, Mo., announces two new sales catalogs—one featuring the new Warm Morn-

ing line of gas heaters, the other devoted to Warm Morning coal heaters.

The catalogs describe and illustrate all heater models, as well as controls and accessory equipment. Featured in the gas heater catalog are Model 322, rated at 85,000 BTU output; 360-series, rated at 60,000 BTU; and the 340-series, rated at 40,000 BTU.

All seven models of the Warm Morning line are shown in the coal heater catalog, with both the exterior and cutaway views and accompanying descriptions and specifications. Controls and accessories also are illustrated. Particular attention is given to the exclusive interior construction of these heaters.

New Rack and Packaging for Shakespeare Baits . .

The Shakespeare Co., Kalamazoo 2, Mich., is offering a new point-of-sale aid to retailers of Shakespeare tackle. It is a bait merchandiser that takes up only 18 square inches of counter space to display four to five dozen baits in a new packaging put-up, and is free of charge with orders of six dozen or more Shakespeare baits.

The bait rack is sturdily constructed of wire and metal and designed to display Shakespeare baits in either the conventional boxes or the new "ready-to-display" packaging.

The new packaging is in red, white

and blue and is being rapidly incorporated into Shakespeare's full line of baits, including several selected assortments, it was announced. Baits are packaged in clear acetate-covered boxes, which, in turn, are packed in one-half and one dozen containers.

Yale "36" Nightlatch Improved, Redesigned

The Yale & Towne Mfg. Co., Stamford Division, Stamford, Conn., has announced that its "36" nightlatch, sold throughout the world for a quarter century, has been improved in appearance and redesigned in construction to form a low-priced, but modern, companion to the line of Yale & Towne streamlined nightlatches.



There will be no price increase in the nightlatch.

Shown at right in the illustration, is the old style "36" nightlatch; on the left is the improved and redesigned unit.



DEPEND ON PHOENIX HORSESHOES

Just as your customers depend on Phoenix shoes for long wear and perfect fit, you can depend on them for complete customer satisfaction.

The Phoenix line is complete, with a size, weight and style for every horse or mule . . . for every sport or working condition.

Check your stock today. Then call your favorite jobber for the Phoenix shoes you need. There's a heavy work season ahead . . . be ready with a full stock of Phoenix shoes.



HORSESHOE DIVISION

PHOENIX MANUFACTURING COMPANY

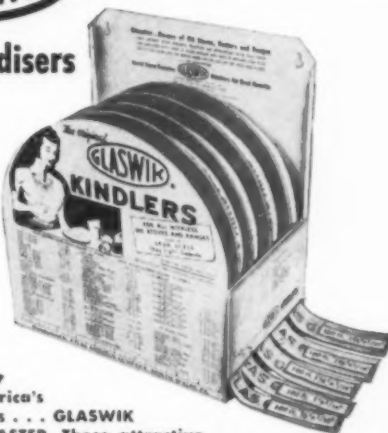
Joliet, Illinois



Catasauqua, Pa.

GLASWIK and FLAMEMASTER

Merchandisers



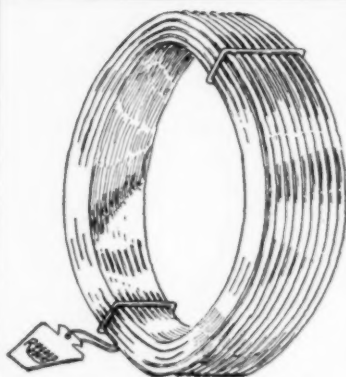
Increase your sales of America's leading wicks . . . GLASWIK and FLAMEMASTER. These attractive merchandisers increase sales and MAKE YOU MONEY! Wick can be dispensed quickly and easily, with no waste or spoilage. They make excellent counter displays or can be hung on a wall or side of the counter.

COMPLETE DESCRIPTIVE LITERATURE ON REQUEST. WRITE DEPT. C

ATLAS ASBESTOS COMPANY

NORTH WALES, PA.

MANUFACTURERS OF ASBESTOS PRODUCTS AND SPECIALTIES



Galvanized Solid Clothesline

- Pliable—Easy to handle. Smoothly rolled. Easily unrolled.
- Non-Kink—will not splinter. Easy to clean. Will not soil clothes.
- Non-stretch—will not stretch as other materials will.

Coils bright and shiny. Have "buy" appeal. Profitable, repeat line. Lowest initial cost. Long life.

Package Units

Packed, 12 coils (50, 75 or 100 ft.) in re-shipping box. Makes easy inventory—in-sures full count—Simplifies handling and stock control.




Order Today!

Wire Products Company
2715 North 24th St. Birmingham, Ala.
P. O. Box 5355 N. Birmingham Station

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**HEAVY USAGE
STRAIGHT
SPRING
BALANCE**

For use in factories, cotton fields, farms, warehouses or wherever a rugged, heavy duty balance of reliable accuracy is required. Dial is recessed for protection, graduations deep etched for durability and readability. Adjustment allows indicator to be set at zero to balance scoop or pan attached to hook.

CAPACITIES	
25 lbs.	by 1/2 lb.
50 lbs.	by 1 lb.
100 lbs.	by 1 lb.
160 lbs.	by 1 lb.
200 lbs.	by 2 lbs.
300 lbs.	by 5 lbs.

SEE YOUR JOBBER

HANSON SCALE CO.
525 N. Ada Street,
Chicago 22, Ill.

CLASSIFIED

REPRESENTATIVE WANTED

Manufacturer of a complete line of Hickory Tool Handles and Ash Hoe, Rake and Shovel Handles, desires to make a connection with manufacturer's representative calling on the wholesale hardware trade. Address Oklahoma Rig & Supply Co., P. O. Box 36, Muskogee, Oklahoma.

North Introduces New "Yankee" Push Drill

North Bros. Mfg. Co., Philadelphia, Penn., now offers the new No. 45 "Yankee" Push Drill with eight drill points in the magazine handle.



Modern in design, the new drill is a rugged tool for drilling small holes in wood or plastics. It has the improved "Yankee" chuck that is said to make inserting drill points easy, and which holds them positively so they cannot pull out while in use.

The handle, made of tough black plastic and polished aluminum, contains eight drill points, individually stored, in full view for easy selection. Sizes range from 1/16 to 11/64 of an inch. Fluted aluminum cap unscrews quickly, revealing the points.

Flange on lower handle serves as a thumb rest. Overall length with drill point in chuck is 10 1/4 inches.

Dealers are offered the new No. 45M handy counter merchandiser, which displays three new drills standing on end in solid red wood block, complete with etched metal plate.

Mayes Introduces New Aluminum Levels . . .

Mayes Brothers Tool Mfg. Co., Port Austin, Mich., originators of the aluminum levels, have introduced the new Mayesmaster aluminum levels, with new rib construction, plus heat-treating for maximum strength and rigidity to maintain absolute and permanent accuracy.

Openings, with new oblong center hole, are finished with white plastic

inserts for emitting more light for easier reading. Cat's eye vials, set in Mayes' patented compound which prevents their working loose, are protected by heavy sealed lenses.

The levels are fully guaranteed for accuracy, material and workmanship; and prompt shipment is assured, it was announced.

American Offers Spirallock Dog Chain Assortment . .

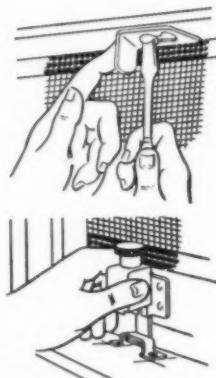
American Chain Division of American Chain & Cable Co., Inc., York, Penn., has added to its line a No. 16-6 ft. Spirallock dog chain assortment, furnished with brightly assorted colored Accollette handles, shaped to give a comfortable hand-grip.

ACCO Spirallock dog chains are made of strong, smooth, spiral-twist chain, complete with adjusting ring and free-swiveling sturdy snap, it was announced. Each assortment contains 12 six-foot chains, complete with metal display hanger and packed one to a carton. They are furnished with nickel plated finish.

Keystone Announces New Frameless Tension Screen

Keystone Wire Cloth Co., Hanover, Penn., announces that new features and improvements have been made in the all aluminum frameless tension screen manufactured by the company.

Designed for double hung windows, the new screen can be installed without tedious fitting. A simple width and height measurement, given to the dealer, insures screens of proper size. Screens are easily attached on upper blind stop with sliding fastener and drawn taut at sill with simple tension screw. One small bracket is the only thing needed for each fixture. Tension is maintained on sides by a five-strand selvage edge, and a special free floating sill bar at bottom corrects out-of-square sills, it was announced.



Features include: ease of installation, no rust or staining, no painting or upkeep, easy storage, neat appearance and low original cost.

Millers Falls Introduces New Keyhole Saw . . .

Millers Falls Co., Greenfield, Mass., has introduced a new rotatable blade No. 525 keyhole saw for both home and professional use. It is said to cut steel, iron, wood, plaster, bone, plastics, nails, bolts, metal lath, asbestos shingles, non-ferrous metals fibre board, hard rubber, plywood and many other materials.

The tapered 11 $\frac{1}{4}$ " blade reaches into tight places, curves and corners where hack saw frames and standard wood saws can't be used. Because the blade turns and locks in any one of eight positions, the handle is in the clear for fast work without danger of skinned knuckles, it is claimed.

Standard equipment includes a 10-tooth-to-the-inch Tuf-Flex blade of special patented hack saw alloy steel, heat treated to produce a hard, tough but flexible blade. Easily interchangeable, special purpose blades are available. These include a 24-tooth Tuf-Flex and 7-tooth spring tempered wood-cutting blade. The former is adapted for cutting thin sheet metal and tubing often encountered on electrical and plumbing work, while the latter is designed for use primarily on wood and other soft materials.



The No. 525 keyhole saw can be supplied complete with any of the three types of blades installed. Or individual blades may be purchased separately to make a 3-in-1, all-purpose kit. Retail price for the No. 525 keyhole saw complete is \$2.00, with extra blades of all three types available at 50 cents each.

Warm Morning Expands Gas Heater Line

Locke Stove Company, 114 West 11th St., Kansas City 6, Mo., has announced expansion of the Warm Morning gas heater line to include a wider range of sizes. Production has begun on two new sizes of heaters—the 360-series and 340-series, which are being introduced to the line.

The new units are deluxe quality, vented circulators similar in design to the larger Model 322, with which Warm Morning entered the gas heater field last fall.

The new 360-series consists of two models which are identical, except

for control assemblies. Model 360-U is equipped with a Robertshaw-Grayson "Unitrol," combining automatic temperature control and safety pilot. Model 360 has a Baso 100 percent shut-off valve and safety pilot as standard equipment. Both models have an input capacity of 60,000 BTU, with all types of gases.

The 340-series heaters are lower priced models rated at 40,000 BTU input for all gases. The Unitrol-equipped Model 340-U and Baso-equipped Model 340 comprise the series.

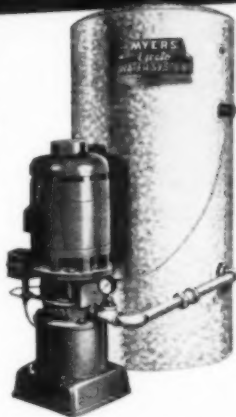
Both series have cabinets finished in two-toned grained walnut porcelain enamel. Large radiant fronts, formed of molded panels of fire-resistant glass, give a clear view of the gas flames and glowing clay radiants.

The heaters, AGA approved for use with natural, manufactured and liquid petroleum gases, provide heat by radiation, convection and circulation. Warm air is radiated into the room at floor and chair levels by the large glass-paneled front, and flows into the room through louvres on the sides and front of the cabinet. A large top grille permits heated air rising from all sides of the combustion chamber to be circulated by gravity upward and outward into other parts of the room or house. The installation of a circulating fan is said to convert the heater into a highly efficient forced air unit.

Plenty of Prospects Waiting for this NEW Deep Well Pump!

MYERS NEW Deeplift Ejecto Water System

Chalk up another reason why business will continue to be better for Myers dealers! It's the new Myers Deeplift Ejecto . . . for operation from well depths to 300 feet . . . new multi-stage pumping efficiency that offers multiple sales possibilities. Here's the only pump of its type that handles large quantities of air without losing prime. Many other patented features—PLUS Myers quality construction—make the Myers new Deeplift Ejecto a cinch to sell, a further step ahead for Myers Sales leadership! Write for details.



Myers New Deeplift Ejectos in sizes to meet every need—1 $\frac{1}{2}$, 2 and 3 H.P. All sizes use same parts. All can be installed over well or off-set—operate successfully in crooked wells.

THE F. E. MYERS & BRO. CO.
Dept. S-60, Ashland, Ohio



ALLIGATOR BELT LACING



ECONOMY PACKAGES in "E" CARTONS

- 1 10 packages of a single size to the "E" carton.
- 2 Each package is a complete sales unit.
- 3 Contains one set of lacing, hinge and gauge pins for 12" of belting width.
- 4 Five popular sizes—Nos. 15, 20, 25, 27, 35.
- 5 Eliminates breaking of standard boxes.

Order Cartons From Your Jobber
Ask for Bulletin A-60

FLEXIBLE STEEL LACING COMPANY
4643 Lexington Street, Chicago 44, Illinois

"JUST A
HAMMER
TO APPLY
IT"

All Purpose Power Tool Introduced by Cummins

Cummins Portable Tools, 4740 Ravenwood Ave., Chicago 40, Ill., has announced a new all-purpose power tool for home use. The unit has an attachable extension handle which converts the tool into a practical and efficient floor polisher, it was announced.

Known as Model 109 Cummins Home Power Tool Combination, it consists of the power tool, a 6-inch diameter rubber backing pad, a 6½-inch lambs wool bonnet, and the extension handle.

The polisher itself weighs only 4½ pounds. Its Universal 115 volt AC motor has a free speed of 1300 r.p.m. Die-cast aluminum, streamlined frame offers a long life, it is claimed.

A 34-piece accessory kit is available separately, to turn the tool into a portable electric drill, sander, grinder, buffer and polisher. The kit includes drill bits for wood, drills for metal, a horizontal steel stand, sanding discs for wood and metal, grinding wheel, wire wheel brush, cloth buffing wheel, stick of polishing compound, and other items.

Illustrated literature is available from Cummins Portable Tool.

Fifteenth Sleeping Bag Added to Tapateo Line

The American Pad & Textile Co., Greenfield, Ohio, has announced a new low-priced sleeping bag, filled with down and waterfowl feathers. Designated as No. 62, it increases the Tapateo sleeping bag line to 15 dif-



ferent styles, the company announced.

Retailing for \$22.95, the new bag is said to include many features of more expensive products, such as canopy top, full 112" long zipper closure, and light-weight downproof lining. Covering is water-repellent poplin in an attractive dark green color. Its size is 33 by 76 inches.

R-V-Lite Introduces Two New Window Materials . .

Arvey Corp., 3462 N. Kimball Ave., Chicago 18, Ill., announces the addition of two new types of R-V-Lite all-purpose window materials, thus increasing its line to six varieties.

The new 700-W R-V-Lite is said to be the first 4 x 4 mesh aluminum wire reinforced window material to be produced and to be different from any on the market. The mesh is sealed between two layers of cellulose acetate plastic film. It is priced lower than the old 300-W type with 6 x 8 aluminum mesh, though both use corrosion-proof aluminum for

sturdiness, yet are light weight. Storm sash or hot and cold bed frames of either the 300-W type or the new 700-W are easy to move or lift, thus appealing to women.

Sturdiness in the new 800-CW, combined with its semi-rigid construction, is said to adapt this new material for hard-working installations, such as storm doors, farm building doors and partitions, barns, garages and sheds. Its galvanized steel wire mesh, 14 x 14, coated with Tenite plastic, cuts easily. Like other R-V-Lite types, it can be installed by cutting to size with ordinary scissors and nailing down tight with wood strips. It is said to last indefinitely.

The six-variety R-V-Lite line includes four fully-transparent types: cotton reinforced, saran plastic reinforced, and two types of aluminum wire reinforced (the original 6 x 8 mesh and the new 4 x 4 mesh).

Mercury Juvenile Autos Offer New Features . .

The Murray Ohio Mfg. Co., Cleveland, Ohio, has announced extensive redesigning in its 1950 line of Mercury Juvenile Autos. Claimed to be the greatest advance in the firm's 26 years in the field, these features are included in all new Mercury juvenile autos, dump trucks, fire trucks and station wagons.

"Jet-Flow" design insures free rolling and longer wear in all models of Mercury autos, because full ball-bearing wheels and drive mechanisms are used. Easier steering and more leg room are other features.

★ MARSHALLTOWN TROWELS ★

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA





NOR-SURF

BRAIDED NYLON
SURF or
TROLLING LINE




Take advantage of customer preference with NOR-SURF! Packaged 6 50-yard connected spools ... 24, 27, 36, 45, 54, 63, 72 lb. tests. Permanent sand color. This coreless, soft-braided Nylon Line has no objectionable stretch ... long life! Also on tubes of 400, 500, and 1000 yards ... same Tests and quality!

NORWICH LINE COMPANY, INC.
The Line of Champions NORWICH, N. Y.

ADAMS

PUMP LEATHERS



An Adams Cup for every pumping purpose. From the shallow to the deepest wells. Selected hides, especially tanned and processed to suit each exact requirement. Any size hole at no extra cost. Special attention to odd size cups.

ALSO MANUFACTURING A COMPLETE LINE OF
KAYO, TIP-TOP and ADAMS
Steel hand tools, cold chisels, punches, etc.

Ask your jobber or write
C. F. ADAMS, Inc.
Dept. H 420 So. Lake St. Fort Worth, Texas

WITH THE FAMOUS

rubber poppet



Strataflo

FOOT & CHECK VALVES

Save their cost many times over in service calls. Sensitive action. Ideal for jet type pumps. Won't leak even if seat is deeply scored. Ask for bulletin 203.

Order from your Jobber

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

3rd REPEAT SALE FAVORITES
with TRADESMEN
and HOME "PUTTERERS"

Consumers Furnace Cement

This black furnace cement makes all joints air and gas tight. Can be used to set new furnaces or reset repair work. Available in 1 lb., 2 lb., 5 lb., and 10 lb. cans.



Consumers Crack Filler

(wood putty) Preferred by professionals and home craftsmen alike because it's easy working and non-shrinking. Sets fast, takes fine sanding and takes stains readily. Powder form does not deteriorate but stays ready to mix with water.

For Felt Paper Cementing

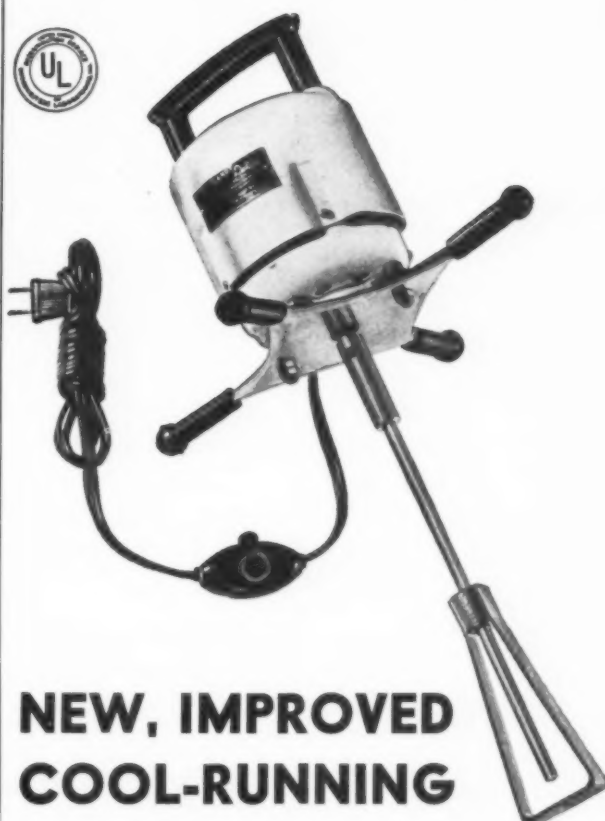
Consumers Tiger Grip Linoleum Paste has wide acceptance in the trade for cementing felt paper underlayment. Its use avoids buckling and shrinkage of the felt paper caused by the use of other types of cement. Economically priced.



Order Now from Your Wholesaler

CONSUMERS GLUE CO.

1515 N. HADLEY ST. ST. LOUIS 6, MO.



NEW, IMPROVED
COOL-RUNNING
MOTORS

The Nationally advertised Gem Dandy Electric Churns are fast selling, quality products . . . the last word in appearance, performance, sanitation and ease of operation.

Both the DeLuxe and Standard Models have new, improved motors that positively will not heat up even when run continuously for days. They will mix most anything.

Enthusiastic owners on hundreds of thousands of electrified farms testify to the outstanding performance of Gem Dandy Electric Churns.

More Gem Dandy Electric Churns have been sold than all other makes combined. Now a greater value than ever before! Priced for volume sales.

DELUXE MODEL	\$19.95
Recommended Dealer's Cost	\$12.49
STANDARD MODEL	\$16.95
Recommended Dealer's Cost	\$11.02
2% 10 Days, Net 30 Days, f.o.b. Distributor's Shipping Point. 8 cu. in. carton, weight 8 lbs.	

Order today from your distributor

Deluxe and Standard Models are adjustable to fit owner's crock or jar up to 6 gals. Most customers prefer Gem Dandy Duraglas containers in 3- or 5-gal. sizes. Sold separately. List price 3- and 5-gal. \$2.75. Recommended Dealer's cost \$1.65.

ALABAMA MANUFACTURING CO.

Dept. A-160, Birmingham 3, Alabama

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Fireplace Equipment Makers Form Institute

Ten manufacturers of fireplace equipment recently met in Cleveland, Ohio, and formed the Fireplace Equipment Institute. D. F. Springer, vice president of Peerless Mfg. Co., Louisville, Ky., and Rex E. Conley, Jr., of Chattanooga Implement and Mfg. Co., Chattanooga, Tenn., were named president and vice president respectively.

Closer cooperation between the manufacturer and the retail outlet is an important part of the program to further penetrate the potential market which already exists. One of the principal objectives of the Institute will be the expansion of the market for fireplace equipment by promoting more fireplaces in homes under construction.

The companies comprising the charter membership are: Bennett-Ireland, Inc., Norwich, N. Y.; Brass-

ware Corp., New York, N. Y.; Centre Brass Works, Inc., New York, N. Y.; Chattanooga Implement & Mfg. Co., Chattanooga, Tenn.; Hart Mfg. Co., Louisville, Ky.; Hoboken Wrought Iron Andiron Co., Hoboken, N. J.; Jewell Equipment Corp., New York, N. Y.; Peerless Mfg. Co., Louisville, Ky.; Wayne Agricultural Works, Inc., Goldsboro, N. C., and the Wilshire Mfg. Co., Los Angeles, Calif.

Acme Firm Changes Name To Acme Quality Paints

The 66-year-old Acme White Lead and Color Works is now known as Acme Quality Paints, Inc., according to a recent announcement by Gordon H. Robertson, vice president and general manager.

Since the founding of the organization, it has been the policy in all advertising to emphasize the trade name of Acme Quality Paints, until

it became common to refer to the company in this manner.

Dietz Moves Offices from New York to Syracuse

R. E. Dietz Company, makers of lanterns and lighting equipment for motor vehicles, announces the removal of its main offices and warehouse located at 60 Laight St., New York, New York, to facilities provided at the manufacturing plant at 225 Wilkinson St., Syracuse, New York.

This move affects all departments of the company's operations, including domestic and export sales, warehousing, accounting and correspondence.

The company has been established in New York City since 1840, but with changing years all production has been in Syracuse. Consolidation of all activities at the plant address will facilitate service to the trade.



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